

TATUNG (2371.TT) announced its net sales in March 2009.

Unit: NT\$ Thousand	2009/03	Rev (%)	MoM (%)	YoY (%)	2009/1-3	Rev (%)	YoY (%)
Digital Consumer Business	1,252,415	48.73%	47.10%	-12.99%	3,142,352	43.70%	-32.80%
Home Appliance	271,467	10.56%	3.76%	-36.33%	875,978	12.18%	-31.49%
Industrial Appliance	612,327	23.82%	-3.47%	0.66%	2,053,285	28.56%	19.53%
Wire and Cable	432,153	16.81%	20.79%	-36.24%	1,111,694	15.46%	-39.93%
Net Sales	2,570,106		21.98%	-18.53%	7,190,561		-24.56%

Revenue in March reached NT\$2,570 million. It was up by 21.98% from last month, but down by 18.53% from the same period in 2008.

Digital Consumer Business

Sales of Digital Consumer business composed 48.73% of total revenue in March. Regardless of the traditional low season in the first quarter, March revenue was NT\$1,252 million, up by 47.10% from last month, boosted by the reasonable inventory level at customer side and some orders were deferred to March. Meanwhile, profit margins rose month by month due to the continued improvements in cost structure. To further improve the revenue and profit growth, effective cost-down strategies are implemented. Aggressive explorations into new customers and sales channels are also employed. New products are expected to launch overseas in the 2nd half of this year.

Home Appliance

Home Appliance accounted for 10.56% of the revenues. March revenue reached NT\$271 million, up by 3.76% from last month. Refrigerators capacity was moved to Vietnam factory in 2008. The ramp-up was not as smooth as estimated. Moreover, compressor manufacture and sales were shifted to China. In addition, the abnormal low temperature in the first quarter influenced the inventory digestion of air conditioner in channels. March sales reduced 36.33% from the same period last year. With the coming peak season of air conditioners, revenue is expected to improve.

Industrial Appliance

Industrial Appliance was about 23.82% of the total sales. March revenue totalled NT\$612 million, up by 0.66% from last month. Enterprise customers are less affected than consumer market in this downturn. Besides, new orders were received in the late 2nd quarter of 2008, which started shipment from the year-end. However, some motor orders were impacted by delayed shipments; sales reduced 3.47% from last month.

Wire and Cable

Sales in Wire and Cable represented 16.81% of the total sales. Wire and Cable business tends to grow stably. Though shipments continued to grow, the sales decline suffered from continuous drop in the copper price over 50% since November from the same period last year. Revenue in March was up 20.79% MoM, but down 36.24% YoY. Though revenue will fluctuate with copper price, operating risks are less prejudiced, for market prices are reflected on the consumer contracts.

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