

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

Unit: NT\$ Thousand	2009/04	Rev (%)	MoM (%)	YoY (%)	2009/1-4	Rev (%)	YoY (%)
Digital Consumer Business	925,799	41.36%	-26.08%	-40.07%	4,068,152	43.14%	-34.60%
Home Appliance	276,385	12.35%	1.81%	-36.84%	1,152,363	12.22%	-32.85%
Industrial Appliance	598,001	26.71%	-2.34%	-7.71%	2,651,285	28.12%	11.86%
Wire and Cable	436,503	19.50%	1.01%	-35.90%	1,548,197	16.42%	-38.84%
Net Sales	2,238,466		-12.90%	-32.43%	9,429,027		-26.59%

Revenue in April reached NT\$2,238 million. It was down by 12.90% and 32.43% from last month and the same period in 2008.

Digital Consumer Business

Sales of Digital Consumer business composed 41.36% of total revenue in April. April revenue was NT\$926 million, down by 40.07% from the same period last year, resulting from ASP decline and unfavorable economy. However, gross profit margins rose due to the continued improvements in cost structure and product mix adjustments. To further improve the revenue and profit growth, this BU will keep on better management in inventory and account receivables, given the uncertain global consumer market.

Home Appliance

Home Appliance accounted for 12.35% of the revenues. April revenue reached NT\$276 million, slightly up by 1.81% from last month. Refrigerators capacity and compressor sales were shifted overseas. In addition, domestic consumer market was impacted in this economy downturn, leading to the slow inventory liquidation in channels. Moreover, the abnormally low temperature influenced the sales of air conditioner. April sales reduced 36.84% 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 26.71% of the total sales. April revenue totaled NT\$598 million, down by 7.71% from last month. The demands from infrastructure products are less impacted in this downturn. However, some motor orders were affected by delayed shipments; sales reduced 2.34% from last month.

Wire and Cable

Sales in Wire and Cable represented 19.50% 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 in 2008. Revenue in April was up 1.01% MoM, but down 35.90% 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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