

TATUNG (2371.TT) announces its net sales for November of 2009.

Unit: NT\$ Million	2009/11	Rev (%)	MoM (%)	YoY (%)	2009/1~11	Rev (%)	YoY (%)
Digital Consumer Business	1,120	43%	16%	-16%	11,306	41%	-28%
Home Appliance	273	11%	-13%	-15%	3,625	13%	-13%
Industrial Appliance	603	23%	-8%	-19%	7,212	26%	-3%
Wire and Cable	580	23%	49%	49%	5,410	20%	-22%
Net Sales	2,576		1%	-8%	27,553		-19%

Sales for November of 2009 were NT\$2,576 million, increasing 1% sequentially and down by 8% from the same period of 2008.

Digital Consumer Business

Sales of Digital Consumer in November 2009, accounting for 43% of total sales, surged by 16% to NT\$1,120 million from last month along with increased shipments to customers. We will make efforts to enhance market penetrations and business performance by expanding client base and developing value-added products.

Home Appliance

Sales of Home Appliance in November 2009, accounting for 11% of total sales, down by 15% from the same period of last year. Sequentially, sales of Home Appliance in November 2009 declined by 13% mainly owing to reduced demand during off-season. We will endeavor to lift up revenue and margin by increasing sales focus on winter products and broadening offshore sales channels.

Industrial Appliance

Sales of Industrial Appliance in November 2009, about 23% of the total sales, decreased by 8% sequentially to NT\$603 million. Sales declined by 19% from the year earlier period mainly due to slow recovery in demand. We will continue to explore business opportunities by expanding global market exposures for enhancement of operating performance.

Wire and Cable

Sales of Wire and Cable in November 2009, representing 23% of the total sales, surged 49% from the same period of last year mainly because of increased demand and upward copper price. Also, we will continue to endeavor to secure long-term contracts with suppliers and stable orders from buyers for maintaining revenue resources and avoidance of adverse impacts deriving from copper price decline.

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