

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

Unit: NT\$ Million	2009/12	Rev (%)	MoM (%)	YoY (%)	2009/1~12	Rev(%)	YoY (%)
Digital Consumer Business	1,244	46%	11%	-10%	12,550	41%	-26%
Home Appliance	290	11%	6%	-61%	3,915	13%	-20%
Industrial Appliance	577	21%	-4%	-17%	7,790	26%	-4%
Wire and Cable	600	22%	3%	97%	6,009	20%	-17%
Net Sales	2,711		5%	-13%	30,264		-19%

Sales for December of 2009 were NT\$2,711 million, increasing 5% sequentially and down by 13% from the same period of 2008.

Digital Consumer Business

Sales of Digital Consumer in Dec. 2009, accounting for 46% of total sales, increased by 11% to NT\$1,244 million mainly because of the stimulation from upward sales in LCM. We will endeavor to enhance market penetrations and business performance by expanding client base and developing value-added products.

Home Appliance

Sales of Home Appliance in Dec. 2009, accounting for 11% of total sales, surged 6% from last month mainly owing to large sales increase in mini electric fan and rice cooker. We will endeavor to lift up revenue and margin by increasing high-end sales and broadening offshore sales channels.

Industrial Appliance

Sales of Industrial Appliance in Dec. 2009, about 21% of total sales, decreased by 4% sequentially and down by 17% from the year earlier period. The decrease was mainly due to reduced OEM orders deriving from weak demand. We will supplement sales deficiency by strengthening own-brand sales and enhancing business performance by exploring new business opportunity.

Wire and Cable

Sales of Wire and Cable in Dec. 2009, representing 22% of total sales, surged 97% from the same period of last year mainly benefitted from largely increased copper price. Also, we will continue to endeavor to secure long-term contracts with suppliers and stable orders from buyers for tackling challenges of fierce price competition and avoiding adverse impacts from copper price decline.

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