

TATUNG (2371.TT) announces its net sales for January of 2010.

Unit: NT\$ Million	2010/01	Rev (%)	MoM (%)	YoY (%)	2010/1~12	Rev(%)	YoY (%)
Digital Consumer Business	1,263	41%	2%	22%	1,263	41%	22%
Home Appliance	402	13%	39%	16%	402	13%	16%
Industrial Appliance	675	22%	17%	-16%	675	22%	-16%
Wire and Cable	725	24%	21%	125%	725	24%	125%
Net Sales	3,065		13%	22%	3,065		22%

Sales for January of 2010 were NT\$3,065 million, increasing 13% sequentially and 22% from the same period of 2009.

Digital Consumer Business

- ◆ Sales in January 2010, accounting for 41% of total sales, increased 2% MoM mainly owing to upward sales in LCD monitors in Taiwan.
- ◆ Sales in January 2010 were up by 22% YoY mainly benefited from increased export sales in LCD monitors.
- ◆ We will enlarge production output for LCD monitor in trying to achieve market share expansion domestically.

Home Appliance

- ◆ Sales in January 2010, accounting for 13% of total sales, were up by 39% MoM and 16% YoY, mainly due to launch of new products (microwaves, induction cookers, etc) and increased stocks by channels for meeting expected surging demand while approaching the Chinese Lunar New Year.
- ◆ We will also establish sales channels and operating centers in mainland China and ASEAN to facilitate Tatung to the international markets, in addition to maintaining stable domestic sales.

Industrial Appliance

- ◆ Sales in January 2010, accounting for 22% of total sales, were up by 17% MoM mainly because shipments in the pervious month were postponed to the next month along with customer's plant construction progress.
- ◆ Sales in January were down by 16% YoY; nonetheless, we still achieved the plan of January 2010.
- ◆ We will continue to develop new products and strive for engagement of new projects for enhancement of business performance.

Wire and Cable

- ◆ Sales in January 2010, representing 24% of total sales, increased 21% MoM and 125% YoY mainly benefited from upward copper price (up by 4% MoM, 121% YoY) along with increased demand.
- ◆ We will continue to secure existing orders from buyers and endeavor to explore new engineering related orders to lift up revenue and margin.

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