

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

Unit: NT\$ Million	2010/02	Rev (%)	MoM (%)	YoY (%)	2010/1~2	Rev(%)	YoY (%)
Digital Consumer Business	1,193	43%	-6%	40%	2,456	42%	30%
Home Appliance	337	12%	-16%	28%	739	13%	21%
Industrial Appliance	659	24%	-2%	4%	1,333	23%	-7%
Wire and Cable	592	21%	-18%	65%	1,317	22%	94%
Net Sales	2,781		-9%	32%	5,845		27%

Sales for February of 2010 were NT\$2,781 million, decreasing 9% sequentially and surged by 32% from the same period of 2009.

#### Digital Consumer

- ◆ Sales in February 2010, accounting for 43% of total sales.
- ◆ Sales in February 2010 decreased 6% MoM mainly due to reduced shipment during the Chinese Lunar New Year.
- ◆ Sales in February 2010 were up by 40% YoY, mainly benefiting from increased export sales in LCD monitors.
- ◆ We will enlarge production output for LCD monitor for achieving market expansion domestically; in the meantime, we will also expand business coverage to Mainland China, Europe and North America to achieve revenue growth.

#### Home Appliance

- ◆ Sales in February 2010, accounting for 12% of total sales, were down by 16% MoM mainly due to downward shipment during the Chinese Lunar New Year.
- ◆ Sales in February 2010 were increased by 28% YoY mainly because of increased effort made for acquisition of new orders for exports and OEM along with economic recovery.
- ◆ We will focus on energy-saving, healthy, eco-friendly, life and high-tech as the focal point for business development, and exert innovative/diverse product design for enhancing brand value.

#### Industrial Appliance

- ◆ Sales in February 2010, accounting for 24% of total sales, were down by 2% MoM but still met the plan.
- ◆ Sales in February 2010 were up by 4% YoY mainly benefited from certain projects that recognized sales along with completion progress in the month.
- ◆ We will continue to develop new products and strive for engagement with new customers for enhancement of business performance. Smart grid related business will be one of the emphases.

#### Wire and Cable

- ◆ Sales in February 2010, representing 21% of total sales, decreased by 18% MoM due to reduced shipment during the Chinese Lunar Year but which however still met the plan.
- ◆ Sales in February 2010 were up by 65% YoY along with the increase in copper price .
- ◆ We have successfully received long-term sales contracts from customers, which is expected to enhance business stability and alleviate adverse impacts from fluctuation of copper price.

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