



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

Unit: NT\$ Million	2010/06	Rev (%)	MoM (%)	YoY (%)	2010/1-6	Rev (%)	YoY (%)
Digital Consumer	1,677	47%	10%	56%	8,456	44%	40%
Home Appliance	433	12%	13%	15%	2,376	13%	27%
Industrial Appliance	752	21%	6%	6%	4,164	21%	5%
Wire and Cable	708	20%	-5%	42%	4,213	22%	68%
Net Sales	3,570		6%	34%	19,209		34%

Sales for June of 2010 were NT\$3,570 million, increasing 6% sequentially and surged by 34% from the same period of 2009.

Digital Consumer

- ◆ Sales in June 2010, accounting for 47% of total sales, were increased by 10% MoM mainly due to increased shipments of LCD monitor and TV, and wireless headsets.
- ◆ Sales in June 2010 were increased by 56% YoY, mainly due to not only increased shipments of LCD monitor and TV but also expanded orders from government and schools.
- ◆ We will enlarge production output for large-sized LCD monitor to achieve market expansion; in the meantime, we will continue making efforts on exploring new customers for margin improvements.

Home Appliance

- ◆ Sales in June 2010, accounting for 12% of total sales, were increased by 13% MoM mainly because of increased demand for air conditioner.
- ◆ Sales in June 2010 were increased by 15% YoY, mainly because our eco-friendly and energy saving products were well received by the market and thus help lift up business performance.
- ◆ In view of upward material cost and fierce competition, we will make efforts to reduce cost and make adjustment in product mix for margin enhancement.

Industrial Appliance

- ◆ Sales in June 2010, accounting for 21% of total sales, were increased by 6% sequentially and annually mainly benefited from sales of certain projects being recognized along with completion progress in the month.
- ◆ We will not only continue to explore new business and engage present projects, but also develop new products and gain relevant certifications for business enhancement.

Wire and Cable

- ◆ Sales in June 2010, representing 20% of total sales, were decreased by 5% MoM mostly due to reduced copper price (down 11% MoM). (Note: Sales were actually increased by 3% if without the impact from decreased copper price.)
- ◆ Sales in June 2010 were up by 42% YoY mainly because of upward sales and surged copper price (up 45% YoY). (Note: Sales were actually increased by 8% if without the impact from increased copper price.)
- ◆ We have successfully acquired long-term sales contracts from major customers to avoid adverse impacts from copper price fluctuation. We will continue to make efforts to capture business opportunities for growing sales.

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