

[For immediate release]



**Truly International commences commercial production of the sought-after small and medium sized TFT LCD panels**

(17 July 2007, HONG KONG) – Truly International Holdings Limited (“Truly” or the “Group”; HKSE stock code 732) is pleased to announce the successful commercial production of the brand new Thin Film Transistor Liquid Crystal Display panel production line in the Group’s manufacturing homebase in Shanwei, Guangdong Province, China.

Truly’s 2 G TFT-LCD fab costs HK\$1.6 billion to build and can produce 20 million to 24 million units of small and medium sized display per year. This is the first TFT-LCD fab in China custom-designed for small and medium sized display market. The 370mm by 470mm substrate can be cut into displays varying from 1.5 inches to 10.4 inches diagonally. Truly is beginning to use small sized panels from the new fab for the LCD modules.

Truly decided to build a small and medium sized TFT-LCD panel line in 2005 when the TFT-LCD’s prices were falling and supply was not an issue. But the Group looked further ahead of the industry. Truly forecasted a shortage of the small and medium sized TFT-LCD would occur when TFT-LCD TV market’s becoming would correct the then-twisted TFT-LCD panel, from small to over sized, supply chain. Truly commenced the construction of this TFT-LCD panel production line in the middle of 2006 and has it operational early June this year.

Truly has always been focusing on providing total display solutions to the design and manufacturing industries from mobile phones, personal multimedia players, automotive industry(ISO-16949 certified, for automotive parts) , industrial control system, medical equipment (ISO-13485 certified, for medical devices) , paramilitary and military industries to consumer products, especially for customized designs and customers requiring technical advices.

With the new TFT-LCD fab ramping up, Truly is the world’s only LCD solution provider who has a complete line up of in-house TN, Mono-STN (MSTN), Colour STN (CSTN), OLED and TFT fabs within one manufacturing site. Truly also manufactures printed circuit board (PCB) including flexible PCB (FPC) and high density interconnect board(HDI) for Personal Multimedia Players, touch screen, back light

unit(BLU) and compact camera modules within the Truly Industrial City complex. All these critical components are assembled into LCD modules by different advanced technologies including chip-on-glass (COG), chip-on-board (COB) and chip-on-flexible PCB (COF) for different applications.

The new production line also features highly flexible manufacturing configurations through Truly's proprietary design, allowing rapid shift of production specification up to several times a day, compared with the usual several days needed for switching model as seen in older facilities. This will significantly boost Truly's capability to accommodate orders that require highly customized designs and small volume but regularly long term delivery; allowing sales to command wider margins than those commoditized applications.

Truly believes that new consumer products will have to provide mobility, connectivity, functionalities and streaming video capabilities, the in-house touch screen, compact camera module and the new production line of small and medium sized TFT-LCD will be able to grow with new market demands.

Overview of Truly Industrial City (as of 16<sup>th</sup>, July, 2007)

Location: Shanwei, Guangdong Province, China

Distance from Shenzhen: 150 kilometer

Time to travel: 2 hours by car via Shenzhen-Shantou highway

Number of people: 12,000

Total land area developed and reserve: 730,000 square meters

Number of factory building: 18

Overview of Truly's TFT-LCD 2 G fab Phase 1:

Factory Building #18

Building Area: Approximately 17,000 square meters

Total Floor Area: Approximately 34,000 square meters

Utility Building #18-1 #18-2

Total floor Area: Approximately 12,000 square meters

Total Investment: Approximately HK\$1.6 billion

Date of commencement of commercial production: 12th July 2007

- End -

### **About Truly**

Established in 1979, Truly listed its shares on the Stock Exchange of Hong Kong since 1991. Being the largest Hong Kong-listed LCD manufacturer, Truly is principally engaged in research, development, manufacturing and distribution of LCD display panels and modules. The Group also provides total solutions to customers in LCD products based on TN, Mono STN(MSTN), Colour STN(CSTN), full colour OLED,

TFT, Touch Screen and compact camera module technologies.

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