

<For immediate release>



AV Concept Further Introduces its Own Brand SOUL by Ludacris® to New Markets

(Hong Kong, 25 September 2011) – **AV Concept Holdings Limited** (“AV Concept” or the “Group”) (stock code: 595) is delighted to reveal that the Group has further rolled out its successful own-brand SOUL by Ludacris® to new markets in Asia today including mainland China and South Korea, as the diversification of its customer base gains momentum.

SOUL by Ludacris®, the Group’s stylishly designed superior new line of personal audio products, has enjoyed overwhelming response since its global launch in January 2011. To further capture ample opportunities and expand its footprint within fast growing countries in Asia, the Group strategically introduced the product line by cooperating with local partners in target markets. Riding on the surging economy and the rapidly rising desire for entertainment products among the growing affluent group in mainland China, AV Concept is partnering with VST Holdings Limited (“VST Holdings”; stock code: 856), one of the leading IT product distributors in Asia Pacific. VST’s diversified product lines include over 100 renowned IT brands, such as Apple. The product line is to be launched in China Mac World on 23 September 2011. Through VST Holding’s wide distribution network across mainland China, the Group targets to strengthen its market presence in the domestic market.

In South Korea, the Group will collaborate with a long established partner, Chung Young, one of the top distributors of consumer electronic products in Korea. Moreover, YG Entertainment Co. Ltd., Korea’s leading entertainment company will also work with the Group to further promote the brand through a series of marketing events. The soft launch of the product line is to be unveiled on 19 September 2011 together with the presence of the Grammy-winning and globally renowned artist, Chris “Ludacris” Bridges, to amp up the market. The official launch is on 29 September and Big Bang, a very popular Korean band is joining in the festivities in order to enhance its brand awareness as well as embellish the brand.

This new line has become well-recognized in the market for its high definition headphones that offer the superior sound quality of a professional headphone designed with a distinctive flair for self-expression and individual style. The SOUL by Ludacris® line is expected to be well covered in other key countries in Asia and North America in 2011 and will be further extended to the European market in 2012.

Mr So Chi On, Chief Executive Officer of AV Concept, concluded, “From the strong market response to the ‘SOUL by Ludacris®’ series, we are very confident that the further roll-out elsewhere in Asia will be a hit. Not only will the new brand enrich our consumer electronics product mix, but also in the long run it will also contribute to the Group’s goal of expanding coverage and sales within different markets in the world.”

Photo Caption:



Mr. So Chi On and Chris “Ludacris” Bridges, the globally renowned artist, attended the soft launch of SOUL by Ludacris®, on 19 September, 2011

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About AV Concept Holdings Limited (Stock Code: 595)

AV Concept Holdings Limited is a dynamic and fast growing electronics group listed on Hong Kong Stock Exchange. The Group’s businesses include marketing and distribution of electronic components; design and development as well as sale of electronic products. Its wholly owned subsidiary – AV Concept Limited – is one of Asia’s leading electronic component distributors for Samsung Electronics and Fairchild Semiconductors. It is also engaged in LED business through holding 31.84% issued share capital of Wavesquare Inc. which is a Korean-based company engaging in the research, development and manufacturing of blue high brightness LED chips. It is also a “One-stop Service Provider” with strong ability and intelligence in sourcing all kinds of application software designs and electronic components that match customer needs. Headquartered in Hong Kong with major sales offices in Shenzhen, Shanghai, Beijing, Korea, Singapore, the Philippines, Indonesia and India, AV Concept Limited boasts a comprehensive distribution network and strong sales expertise in China and the South East Asia region.

Visit AV Concept at www.avconcept.com

About VST Holdings Limited (Stock Coded: 856)

Listed on HKEx main board in 2002, VST Holdings Limited is one of the leading IT product distributors in Asia Pacific. The Company plays an integral part of the supply chain, and has very strong long-term partnerships with renowned Global IT giants such as HP, Seagate, AMD, Apple, Microsoft, Western Digital, Oracle, Cisco, Hitachi, Lenovo, IBM, Samsung, Intel, Dell, Asus, Acer and many more with over 24,000 channel partners serving a wide regional customer base. The Company has 53 offices in six countries namely China, Thailand, Malaysia, Singapore, Indonesia, and the Philippines.

Visit VST at www.vst.com.hk

About Chung Young

Chung Young is one of the best electronic goods distribution company in Korea and it provides products to on-line and off-line stores (discount and retail stores). The company has achieved the highest sales revenue of Korean electronic distribution companies for the past few years, and keeps the leading position in distribution channel as a 21C total marketing company with competitive power based on unlimited creativeness and continuous challenges, preparing for the future ahead of competitors with a higher vision of the world.

Visit Chung Young at www.u-box.kr

About YG Entertainment Co. Ltd

YG Entertainment Co., Ltd is a Korea’s leading record label generating revenue through compact Discs / DVD sales, digital music downloads, concerts, endorsement deals and others. The company encompasses a broad range of business including music recording, music publishing, record manufacturing / sales, artist management, concert production, and new artist discovering / training.

The company has maintained its position in Korea music industry by introducing the latest music and style of urban youth culture into the Korean mainstream.

Visit YG Entertainment at <http://eng.ygfamily.com/main/main.html>

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