



AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

CHANGES OF COMPANY SECRETARY, QUALIFIED ACCOUNTANT AND CHIEF FINANCIAL OFFICER

The board (“the Board”) of directors (the “Directors”) of AV Concept Holdings Limited (the “Company”) announces the changes of company secretary, qualified accountant and Chief Financial Officer of the Company as follows:

1. Resignation of Company Secretary, Qualified Accountant and Chief Financial Officer

Mr Wong Hei Pui, Andy (“Mr Wong”) has tendered his resignation as Company Secretary, Qualified Accountant and Chief Financial Officer of the Company with effect from 7 November 2008 due to his personal commitment.

Mr Wong has confirmed that there is no disagreement with the Board and there is no matter relating to his resignation that needs to be brought to the attention of the shareholders of the Company.

The Board would like to express sincere gratitude to Mr Wong for his valuable contributions to the Company.

2. Appointment of Company Secretary, Qualified Accountant and Chief Financial Officer

The Board further announces that Mr Ho Choi Yan, Christopher (“Mr Ho”) has been appointed as the company secretary, qualified accountant and Chief Financial Officer of the Company with effect from 7 November 2008 to fill the vacancy arising from the resignation of Mr Wong. Mr Ho joined the Company as a Financial Controller of one of its subsidiaries in 2006. Mr Ho obtained a Bachelor’s degree in Accountancy from The Hong Kong Polytechnic University in 1995. He is a member of Hong Kong Institute of Certified Public Accountants and a fellow member of the Association of Chartered Certified Accountants. In addition, Mr Ho possesses the qualification of a company secretary as required under Rule 8.17 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board would like to welcome Mr Ho on his appointment as the company secretary, qualified accountant and Chief Financial Officer of the Company.

By Order of the Board
AV Concept Holdings Limited
So Yuk Kwan
Chairman

Hong Kong, 7 November 2008

As at the date of this announcement, the Board comprises three executive directors, Mr. So Yuk Kwan (Chairman), Mr. Lee Jeong Kwan, Mr. So Chi On and three independent non-executive directors, Dr. Hon. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.