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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”).

The board of directors (“**Directors**”) of AV Concept Holdings Limited (“**Company**”) announces that the Company has granted share options under its share option scheme adopted by the Company on 13 May 2002. Details of such grant are set out below:

Date of grant	:	9 March 2010
Grantees	:	Ms. Yang Lan and Mr. Bruno Wu
Number of options granted	:	Share option to subscribe for an aggregate 9,320,000 shares of HK\$0.10 each in the share capital of the Company (“ Shares ”, and each, a “ Share ”)
Exercise Price	:	HK\$1.01 per Share
Closing price of the Shares on the date of grant	:	HK\$1.01
Validity period of the options	:	4,660,000 Shares: from 9 March 2010 to 8 March 2012 4,660,000 Shares: from 9 March 2011 to 8 March 2012

None of the grantees is a Director, chief executive or substantial shareholder of the Company, or an associate (as defined in the Listing Rules) of any of them.

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

Hong Kong, 9 March 2010

As at the date of this announcement, the Board comprises two executive Directors, Dr. Hon. So Yuk Kwan (Chairman) and 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.