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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

VOLUNTARY ANNOUNCEMENT – UPDATE ON MERGER OF TELLORD AND ACCUPIX

Reference is made to the announcement dated 13 October 2010 (“**Announcement**”) and the announcement dated 14 October 2010 of AV Concept Holdings Limited. Capitalized terms used herein shall have the same meanings as those defined in the Announcement, unless otherwise defined herein or the context otherwise requires.

The Company wishes to update its shareholders and potential investors that the Company was informed of the following development regarding the Merger:

1. the Merger was approved by supermajority approval at a shareholders’ meeting of Tellord and at a shareholders’ meeting of Accupix;
2. the representative director of Accupix was appointed as the representative director of Tellord at the shareholders’ meeting of Tellord; and
3. the shareholders of Accupix will become shareholders of Tellord in the proportion of 4.42269 Tellord Consolidated Shares (in place of 4.42568 Tellord Consolidated Shares) for each single Accupix share.

As disclosed in the Announcement, completion of the Merger is scheduled to take place on 31 December 2010.

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

Hong Kong, 26 November 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.