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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

VOLUNTARY ANNOUNCEMENT

The Company is pleased to announce that on 2 February 2010 (after trading hours) AV Concept, a wholly owned subsidiary of the Company, entered into the LOI with LEDMAN to form the JV Company in the PRC.

This is a voluntary announcement made by AV Concept Holdings Limited (“**Company**” and its subsidiaries, together referred to as the “**Group**”).

LETTER OF INTENT

The board (“**Board**”) of directors (“**Directors**”) of the Company is pleased to announce that on 2 February 2010 (after trading hours), AV Concept Limited (先思行有限公司)(“**AV Concept**”), a wholly-owned subsidiary of the Company, entered into a letter of intent (“**LOI**”) with Ledman Optoelectronic Co., Ltd. (深圳雷曼光電股份有限公司) (“**LEDMAN**”), a company incorporated in the People’s Republic of China (“**PRC**”). It is the intention of the parties that the LOI is non-legally binding.

Under the LOI, AV Concept has conditionally agreed to form a joint venture company (“**JV Company**”) with LEDMAN in the PRC, which will be principally engaged in the research and development, the sale, the quality control and brand management of high brightness high-power light-emitting diode (“**LED**”) products. The JV Company will be jointly managed by AV Concept and LEDMAN.

It is estimated that the capital investment of each of AV Concept and LEDMAN will not be more than US\$2 million (or an equivalent amount of Renminbi) and the capital to be invested will be mainly used for research and development of LED products. Upon the establishment of the JV Company, LEDMAN will own 51% equity interest of the JV Company and will be entitled to 51% of its profits while AV Concept will own 49% equity interest of the JV Company and will be entitled to 49% of its profits. The JV Company, upon establishment, will not become a subsidiary of the Company.

GENERAL

The Group intends to finance its investment in the JV Company by its internal resources. LEDMAN is one of the leading manufacturers in the LED industry and it has a sale network of over 50 countries and regions in the world. The Directors consider that the proposed formation of the JV Company with LEDMAN demonstrates the continuance of the growth of LED business of the Group and enable the Group to increase its competitiveness in the LED industry. The Directors also believe that the Group can benefit from the proposed formation of the JV Company with LEDMAN.

Save for the entering into the LOI with the Group, to the best of the Directors' knowledge, information and belief, having made all reasonable enquiries, LEDMAN is an independent third party not connected with the Company and its connected persons and their respective associates.

The entering into of the LOI does not constitute a notifiable transaction pursuant to Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Board is of the view that the terms of the LOI is on normal commercial terms and is fair and reasonable and the entering into the LOI is in the interest of the Company and its shareholder as a whole.

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

Hong Kong, 2 February 2010

As at the date of this announcement, the Board comprises two executive Directors, Mr. 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.