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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

DATE OF BOARD MEETING

The board of directors (the “Board”) of AV Concept Holdings Limited (the “Company”) hereby announces that a meeting of the Board will be held on Thursday, 18 November 2010 at 11:00 a.m. for the purpose of, among other matters, approving the interim results of the Company and its subsidiaries for the six months ended 30 September 2010 and its publication and considering the payment of an interim dividend, if any.

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

Hong Kong, 1 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.