



AV Concept Becomes Marketing Partner of Boston-Power To Distribute Lithium-ion Battery

* * * *

***Expands into Green Energy Storage Market
Key Enabling Technology to Long-Life Portable Electronics, Electric Vehicles
and Renewable Energy like Solar Cells***

(Hong Kong, 22 December 2009) – Leading electronic components distributor **AV Concept Holdings Limited** (“AV Concept” or the “Group”) (stock code: 595) was appointed by **Boston-Power®, Inc.** (“Boston-Power”) as a worldwide marketing partner, with focus in the Korean and Chinese markets. This is a strategic move of the Group to expand into the rechargeable lithium-ion battery market.

Boston-Power is the first and only battery provider whose rechargeable lithium-ion battery cells have earned the Nordic Ecolabel accreditation which is the most stringent of environmental product certification standard in Northern Europe; as well as a similar industry-first certification from the China Environmental United Certification Center. Its products are featured for extraordinary longevity - three times the normal standard, 50% faster in charging and multiple safety measures.

According to the findings of Market Avenue published in February 2009, between 2001 and 2008, the CARG of sales volume and sales revenue of the global lithium-ion battery market were approximately 30% and 23% respectively. And, China and Korea were among the top three countries holding the largest share of the US\$8 billion global lithium-ion battery market. The market is expected to achieve double-digit growth in the future, since green energy storage batteries are required in various key growing applications like renewable energy for both solar and wind power, energy saving applications like solar cell lighting and plug-in hybrid and battery electric vehicles.

Mr. So Chi On, Chief Executive Officer of AV Concept, said, “We are delighted to establish this strategic partnership with Boston-Power. This will allow us to expand our distribution portfolio to cover environmentally-friendly and energy-efficient products for tapping the growing global lithium-ion battery market with countries including China and Korea boasting the fastest growth.”

Boston-Power battery with green energy storage is the key enabling technology to link renewable energy and energy saving applications together. The Group intended to extend distribution of batteries for use with solar energy in the PRC market, in which the Chinese government launched policy to subsidize 70% for solar energy development, especially for application in rural area in mainland China where electricity supply is not stable and sufficient. Solar street lighting is one of the applications under consideration. The electricity generated by solar cells is stored into green energy storage of Boston-Power batteries during daytime, and will support lighting in night time.

Mr. So continued, "We are also actively looking into distributing them to electric vehicle manufacturer in the market. Besides, a recent research has the global market of laptop computers that use lithium-ion batteries valued at an estimated US\$2 billion; we have received encouraging feedback on such batteries from Korean customers which is the leading global electronics manufacturer as well as from the PRC. Riding on Boston-Power's products with advanced technology and our well-established distribution network, we focus to explore the high-growth applications and business opportunities in the future and are confident in bringing more fruitful returns to our shareholders."

- End -

About Boston-Power ®, Inc.

Boston-Power, Inc. is an award-winning provider of next-generation lithium-ion battery technology. Designed to fuel a wide range of applications, its flagship offering, Sonata, serves as the foundation for HP's new brand of longer lasting notebook batteries that also help the environment – the HP Long Life Battery. The company's Swing product delivers unmatched capabilities for Plug-In Hybrid and Battery Electric Vehicles (PHEV/BEV), as well as the emerging utility energy storage market. Founded in 2005 and with more than 100 patents filed, Boston-Power is led by founder and CEO Dr. Christina Lampe-Onnerud, an internationally recognized innovator, entrepreneur and technology advisor with regard to portable power, energy storage and climate change. To date, the company has raised US\$125 million in venture funding with Foundation Asset Management, Oak Investment Partners, Venrock, GGV Capital and Gabriel Venture Partners. Boston-Power is headquartered in Westborough, Massachusetts, and has Six Sigma-level mass manufacturing operations in Asia. For more information, please visit: <http://www.boston-power.com>

About AV Concept Holdings Limited

AV Concept Holdings Limited is a dynamic and fast growing electronics group listed on Hong Kong Stock Exchange. The Group's businesses include marketing and distribution of electronic components; design and development as well as sale of electronic products and niche medical products. Its wholly owned subsidiary – AV Concept Limited – is one of Asia's leading electronic component distributors for Samsung Electronics and Fairchild Semiconductors. It is also a "One-stop Service Provider" with strong ability and intelligence in sourcing all kinds of application software designs and electronic components that match customer needs. Headquartered in Hong Kong with major sales offices in Shenzhen, Shanghai, Beijing, Singapore, the Philippines, Indonesia and India, AV Concept Limited boasts a comprehensive distribution network and strong sales expertise in China and the South East Asia region.

Visit AV Concept at www.avconcept.com

For press enquiries:

Strategic Financial Relations Limited

Iris Lee / Derek Lee / Linda Pui

Tel: 2864 4829 / 4858 / 4873 Fax: 2804 2789 / 2527 1196

Email: iris.lee@sprg.com.hk / derek.lee@sprg.com.hk / linda.pui@sprg.com.hk