

<For immediate release>



**AV Concept Announces Placing of Existing Shares and
Subscription of New Shares
to Raise Approximately HK\$31.21 Million**

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***Attracts Prestigious Institutional Investors
Supports the Development of LED Business***

(Hong Kong, 3 November 2009) – Leading electronic components distributor **AV Concept Holdings Limited** (“AV Concept” or the “Company”) (stock code: 595) announced today that it has entered into a placing agreement and a subscription agreement for placement and subscription of approximately 46 million shares at HK\$0.681 per share to raise approximately HK\$31.21 million.

Pursuant to the agreement, B.K.S. Company Limited (“BKS”) will place up to 45,836,000 existing shares representing approximately 11.11% of the issued share capital of the Company and approximately 10.00% of the issued share capital as enlarged by the subscription. The placees include Value Partners Limited (“Value Partners”), Fuh Hwa SITE Asset Management (Hong Kong) Limited (a leading asset management company), other prestigious institutional investors and individual investors.

Upon completion of the share placement, BKS will subscribe the same number of new shares of the Company. The placing price and subscription price are the same which represent a discount of approximately 17.15% to the average closing price per share of approximately HK\$0.822 for the last five trading days up to and including 30 October 2009. Kingsway Financial Services Group Limited is the placing agent. The shares of AV Concept will resume trading on 4 November 2009.

The net proceeds from the subscription are estimated at HK\$30.70 million. The Company intends to use the proceeds to fund the development of LED business which includes environmentally friendly and high efficiency energy saving products.

Mr. So Yuk Kwan, Chairman of AV Concept, said, “We are delighted to have attracted prestigious investors like Value Partners to join us as shareholders. Other than enriching our shareholder base, this also evidenced the confidence of investors in our business strategies and our ability to tap the thriving LED market in Greater China.”

“With the Chinese government keen on stimulating domestic demand and promoting environmental protection and energy saving industries, we believe demand for LED products will climb quickly and substantially. We have tapped into the LED industry since 2007. Backed by the net proceeds generated from the transactions and rode on the extensively established distribution network and long term relationship with the leading global electronics manufacturers, we will provide “one-stop” solutions that can meet different needs of our customers thus seize a bigger market share in the LED industry.”

Effects on the shareholding structure of AV Concept pursuant to the placing and subscription are as follows:

	At Present		After completion of the Placing but before Subscription		Immediately after completion of the Subscription	
	No. of Shares	%	No. of Shares	%	No. of Shares	%
Mr. So	258,678,189	62.71	212,842,189	51.60	258,678,189	56.44
Placees	0	0.00	45,836,000	11.11	45,836,000	10.00
Public	153,846,230	37.29	153,846,230	37.29	153,846,230	33.56
Total	412,524,419	100.00	412,524,419	100.00	458,360,419	100.00

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About Value Partners Limited

Value Partners Limited is an asset management firm dedicated to delivering exceptional investment performance through a single strategy - value investing. Applying this time-honoured approach to investing with strict discipline, the firm's investment team has been rated as one of the top-performing Greater China fund managers by major rating agencies.

About Fuh Hwa SITE Asset Management (Hong Kong) Limited

Fuh Hwa SITE Asset Management (Hong Kong) Limited (the "FH") is the Investment Advisor of CAM Greater China Opportunities Fund. FH was established on 10 April 2008 and is 100% owned subsidiary of Fuh Hwa Securities Investment Trust Co., LTD. (the "Fuh Hwa"). Fuh Hwa was established in June 1997, now it is a leading Taiwan-based asset management company with around US\$5.5bn AUM and manages a large family of mutual funds. Fuh Hwa is also the largest provider of discretionary accounts services for Taiwan government funds. It has over 250 staff in the Taipei head office, with over 70 investment professionals on its fund management team.

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

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