

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

This announcement appears for information purposes only and does not constitute an invitation or offer to acquire, purchase or subscribe for the securities.



AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

COMPLETION OF PLACING OF NEW SHARES UNDER A SPECIFIC MANDATE

The Board is pleased to announce that the placing of new Shares was completed on 26 May 2010 in accordance with the terms and conditions of the Placing Agreement, pursuant to which a total of 57,000,000 new Shares, representing approximately 10.89% of the Company's issued share capital of 523,360,419 Shares as enlarged by the Placing, have been successfully placed by the Placing Agent to six independent placees which are not connected with or acting in concert with the directors, chief executive or substantial shareholders of the Company or any of its subsidiaries, at the placing price of HK\$1.05 per Placing Share.

COMPLETION OF PLACING OF NEW SHARES UNDER A SPECIFIC MANDATE

Reference is made to the announcement of AV Concept Holdings Limited (the "Company") dated 28 April 2010 and the circular of the Company dated 5 May 2010.

The board of directors of the Company (the "Board") is pleased to announce that the placing (the "Placing") of new shares of the Company (the "Shares") was completed on 26 May 2010 in accordance with the terms and conditions of the placing agreement dated 27 April 2010, as amended by a supplemental agreement dated 28 April 2010, (the "Placing Agreement") entered into between the Company and Kingsway Financial Services Group Limited (the "Placing Agent"), pursuant to which a total of 57,000,000 new Shares (the "Placing Shares"), representing approximately 10.89% of the Company's issued share capital of 523,360,419 Shares as enlarged by the Placing, have been successfully placed by the Placing Agent to the following six independent placees which are not connected with or acting in concert with the directors, chief executive or substantial shareholders of the Company or any of its subsidiaries and their respective associates, at the placing price of HK\$1.05 per Placing Share:

- (i) Kingsway Lion Spur Technology Limited
- (ii) OZ Master Fund, Ltd

- (iii) OZ Asia Master Fund, Ltd
- (iv) OZ Global Special Investments Master Fund, L.P.
- (v) OZ Select Master Fund, Ltd
- (vi) Gordel Holdings Limited

The net proceeds from the Placing amounted to approximately HK\$58.1 million.

The following table sets out the illustrative shareholding structure of the Company immediately before and immediately after completion of the Placing:

	Immediately before completion of the Placing		Immediately after completion of the Placing	
	Shares	%	Shares	%
Dr. Hon. So Yuk Kwan (<i>Note</i>)	261,916,189	56.16%	261,916,189	50.05%
The placees (public shareholders)	–	0.00%	57,000,000	10.89%
Other existing public shareholders	<u>204,444,230</u>	<u>43.84%</u>	<u>204,444,230</u>	<u>39.06%</u>
Total	<u><u>466,360,419</u></u>	<u><u>100.00%</u></u>	<u><u>523,360,419</u></u>	<u><u>100.00%</u></u>
Total public shareholding	<u><u>204,444,230</u></u>	<u><u>43.84%</u></u>	<u><u>261,444,230</u></u>	<u><u>49.95%</u></u>

Note: As at the date of this announcement, Dr. Hon. So Yuk Kwan, the chairman and an executive director of the Company, was deemed to be interested in 261,916,189 Shares by virtue of his interests in B.K.S. Company Limited and Jade Concept Limited. As at the date of this announcement, B.K.S. Company Limited owned 181,276,300 Shares and Jade Concept Limited owned 80,639,889 Shares.

As Madam Yeung Kit Ling is the spouse of Dr. Hon. So Yuk Kwan, by virtue of the Securities and Futures Ordinance, she is deemed to be interested in all Shares in which Dr. Hon. So Yuk Kwan is interested.

GENERAL

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.

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

26 May 2010, Hong Kong