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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 at 6/F., Enterprise Square Three, 39 Wang Chiu Road, Kowloon Bay, Hong Kong on Monday, 21 November 2011 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 2011 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 2011

As at the date of this announcement, the Board comprises three executive directors, Dr. Hon. So Yuk Kwan (Chairman), Mr. So Chi On and Mr. Ho Choi Yan Christopher, and three independent non-executive directors, Dr. Hon. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.