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## **AV CONCEPT HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 595)

### **PRICE-SENSITIVE INFORMATION AND RESUMPTION OF TRADING**

This announcement is made pursuant to Rule 13.09(1) of the Listing Rules.

The Company has noted, and would like to draw the attention of its shareholders, that Accupix has entered into a merger agreement with Tellord, a company whose shares are listed on KOSDAQ, with an intent to implement of a merger of the two companies with Tellord as the surviving entity. **The Merger is conditional and may or may not proceed.** Should the Merger proceed, upon registered completion of the Merger, which is scheduled to take place on 31 December 2010 as announced by Tellord, shareholders of Accupix will become shareholders of Tellord (in the proportion of 4.42568 new Tellord shares for each single Accupix share). The Group is currently interested in 827,333 Accupix shares, representing approximately 22.66% of the issued share capital of Accupix. The value of the Tellord shares that may be exchanged for the Accupix shares held by the Group will be dependent on the then market value of Tellord shares upon completion of the Merger.

Trading in the Shares on the Stock Exchange was suspended at the request of the Company with effect from 9:30 a.m. on 13 October 2010 pending the release of this announcement. Application has been made to the Stock Exchange for resumption of trading in the Shares with effect from 9:30 a.m. on 14 October 2010.

This announcement is made pursuant to Rule 13.09(1) of the Rules Governing the Listing of Securities (“**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”).

Reference is made to (i) the announcement of AV Concept Holdings Limited (“**Company**”, together with its subsidiaries, the “**Group**”) dated 16 March 2010 in relation to the subscription of 730,000 new shares of Accupix Co., Ltd. (“**Accupix**”); and (ii) the announcement of the Company dated 31 August 2010 in relation to, among other matters, the acquisition of 97,333 shares of Accupix (collectively, the “**Announcements**”).

The Company has noted that Accupix has entered into a merger agreement with Tellord Co., Ltd. (“**Tellord**”), a company whose shares are listed on Korean Securities Dealers Automated Quotations (“**KOSDAQ**”), a trading board of the Korea Exchange in South Korea, with an intent to implement a merger of the two companies (“**Merger**”) with Tellord as the surviving entity.

As stated in public documents published by Tellord on 12 October 2010, the Merger is conditional upon the obtaining of a supermajority approval at a shareholders’ meeting of Tellord and at a shareholders’ meeting of Accupix (in each instance, approval by two-thirds of the voting shares present at the general meeting and by one-third of the total issued voting shares of the company concerned), and, upon registered completion of the Merger, which is scheduled to take place on 31 December 2010, shareholders of Accupix will become shareholders of Tellord (in the proportion of 4.42568 new Tellord shares for each single Accupix share).

**As the Merger is conditional, it may or may not proceed.**

The Group is currently interested in 827,333 Accupix shares, representing approximately 22.66% of the issued share capital of Accupix. The value of the Tellord shares that may be exchanged for the Accupix shares held by the Group will be dependent on the then market value of Tellord shares upon completion of the Merger.

In relation to the Merger, the Group is required to give an undertaking in favour of the Korea Exchange to undertake to the Korea Exchange that it will not dispose of 1,615,374 Tellord shares that it is entitled to under the Merger during a period of one month from 29 December 2010, being the effective date of the Merger.

Further announcement will be made by the Company regarding the progress of the Merger as and when appropriate.

## **GENERAL**

The Group is principally engaged in the marketing and distribution of electronic components, and the design, development and sale of electronic products.

Accupix is principally engaged in design and provision of solution in relation to 3-dimensional TV LCD shutter glasses. Please refer to the Announcements for further information about Accupix.

Tellord is principally engaged in the provision of telecommunications solution and development of cellular phone businesses.

## **SUSPENSION AND RESUMPTION OF TRADING IN SHARES**

Trading in the shares of the Company (“**Shares**”) on the Stock Exchange was suspended at the request of the Company with effect from 9:30 a.m. on 13 October 2010 pending the release of this announcement. Application has been made to the Stock Exchange for resumption of trading in the Shares with effect from 9:30 a.m. on 14 October 2010.

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

Hong Kong, 13 October 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.*