

Hong Kong Exchange 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.



AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

APPOINTMENT OF FINANCIAL ADVISER IN RELATION TO THE PROPOSED LISTING OF TAIWAN DEPOSITARY RECEIPTS ON THE GRETAI SECURITIES MARKET

This announcement is made by the Company pursuant to Rule 13.09 of the Listing Rules.

The Board wishes to announce that on 31 August, 2010, the Company and a Financial Institution (“FI”) entered into the Service Agreement, pursuant to which FI will provide Financial Advisory Service to the Company in relation to the Proposed TDR Listing.

Shareholders and potential investors of the Company shall note that the Proposed TDR Listing will be subject to the approval of the GTSM and other relevant authorities, and thus the Proposed TDR Listing may or may not occur. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

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

The board (the “**Board**”) of directors (each a “**Director**”) of the Company wishes to announce that on 31 August, 2010, the Company and FI entered into a service agreement (the “**Service Agreement**”), pursuant to which the Company has engaged FI as a financial adviser to provide the financial advisory service (the “**Financial Advisory Service**”) to the Company in relation to the proposed listing (the “**Proposed TDR Listing**”) of Taiwan Depositary Receipts (“**TDRs**”) on the GreTai Securities Market (“**GTSM**”).

The Financial Advisory Service includes but not limited to advising and providing recommendations on the action plan for the Proposed TDR Listing of the Company, as well as preparing an underwriter evaluation report for the Proposed TDR Listing in compliance with the relevant rules and regulations. FI shall provide the Financial Advisory Service for the period commencing from the date of the Service Agreement and ending on the date of listing of the TDRs on the GTSM (or such other date as the Company and FI may mutually agree).

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, FI is a Taiwan-based financial services company providing a diverse range of financial services such as securities brokerage and underwriting services. FI is also engaged in the business of providing advisory services to the corporate clients in the areas of public equity offering and initial public offering in Taiwan, Hong Kong and mainland China. FI is an independent third party as at the date of this announcement and it does not hold any shares or other securities of the Company.

The Board will further update the Shareholders and the investing public from time to time on any major development of the Proposed TDR Listing. **Shareholders and potential investors of the Company shall note that the Proposed TDR Listing will be subject to the approval of the GTSM and other relevant authorities, and thus the Proposed TDR Listing may or may not occur. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board
AV Concept Holdings Limited
Dr. Hon. So Yuk Kwan
Chairman

Hong Kong, 31 August, 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.