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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

ADDITIONAL INFORMATION ON THE GRANT OF SHARE OPTIONS

Reference is made to the announcement (“**Announcement**”) of AV Concept Holdings Limited (“**Company**”) dated 15 July 2011. Unless otherwise defined, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

As set out in the Announcement, on 15 July 2011, the Company granted Options to subscribe for an aggregate of 8,320,000 Shares to the Grantees under the share option scheme of the Company adopted on 13 May 2002. The Board wishes to clarify that the Option Period should be from 15 July 2011 to 12 May 2012 (instead of from 15 July 2011 to 14 July 2016 as set out in the Announcement).

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

Hong Kong, 20 July 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.