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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

GRANT OF SHARE OPTIONS

This announcement is made pursuant to Rule 17.06A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**Listing Rules**”).

The board of directors (“**Board**”) of AV Concept Holdings Limited (“**Company**”) announces that the Company has granted share options (“**Options**”) to subscribe for ordinary shares of HK\$0.10 each of the Company (“**Shares**”) to three eligible persons (“**Grantees**”) under the share option scheme of the Company adopted on 13 May 2002. Details of the Options are set out below:

Date of grant	:	15 July 2011 (“ Date of Grant ”)
Exercise price of Options granted	:	HK\$1.28 per Share
Number of Options granted	:	8,320,000
Closing price of the Shares on the Date of Grant	:	HK\$1.28 per Share
Validity period of the Options	:	15 July 2011 to 14 July 2016 (the “ Option Period ”)

As at the Date of the Grant, the Company had issued 620,560,419 Shares. All Options were granted to the directors of the Company (“**Directors**”) as follows:

Capacity	Name of the Grantee	Number of Options
Chairman of the Board, executive Director and substantial shareholder of the Company	Dr. Hon. So Yuk Kwan	620,000
Executive Director and chief executive officer of the Company	Mr. So Chi On	6,200,000
Executive Director, chief financial officer and company secretary of the Company	Mr. Ho Choi Yan, Christopher	1,500,000

Save as disclosed above, none of the Grantees is a Director, chief executive or substantial shareholder of the Company, or any of their respective associate(s) (as defined in the Listing Rules).

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

Hong Kong, 15 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.