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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

ANNOUNCEMENT

Reference is made to the announcement dated 13 October 2010 (“**Announcement**”) of AV Concept Holdings Limited (“**Company**”). Capitalized terms used herein shall have the same meanings as those defined in the Announcement, unless otherwise defined herein or the context otherwise requires.

The Company wishes to provide the following additional information in respect of the Merger:

1. as stated in public documents published by Tellord, Tellord has proposed to implement a capital reduction by way of share consolidation before the completion of the Merger, whereby every four existing shares of Tellord before completion of the Merger will be consolidated into one consolidated share of Tellord (“**Tellord Consolidated Shares**”);
2. upon registered completion of Merger, shareholders of Accupix will become shareholders of Tellord in the proportion of 4.42568 Tellord Consolidated Shares for each single Accupix share;
3. it is estimated that, upon registered completion of Merger, approximately 85% of the total issued share capital of Tellord will be owned by the existing shareholders of Accupix; and
4. according to the valuation report prepared by a valuer appointed by Tellord and dated 12 October 2010, the appraised value of Accupix is approximately US\$147 million.

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

Hong Kong, 14 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.