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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

**ANNOUNCEMENT PURSUANT TO
RULE 13.10 OF THE LISTING RULES**

This statement is made at the request of The Stock Exchange of Hong Kong Limited pursuant to rule 13.10 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”).

The Board of Directors (the “Board”) of AV Concept Holdings Limited (the “Company”) has noted recent decreases in the price and increases in the trading volume of the shares of the Company and wish to state that it is not aware of any reasons for such decreases in the price and increases in the trading volume.

The Board confirms that there are no negotiations or agreements relating to intended acquisitions or realizations which are disclosable under rule 13.23 of the Listing Rules, neither is the Board aware of any matter disclosable under the general obligation imposed by rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the Board of the Company, the directors of which individually and jointly accept responsibility for the accuracy of this statement.

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

Hong Kong, 11 August 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.