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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

NOTIFICATION OF BOARD MEETING

The board of directors (the “Board”) of AV Concept Holdings Limited (the “Company”) hereby announces that a meeting of the Board will be held on Wednesday, 22 July 2009 at 3:00 p.m. at which announcement of the profits or losses for the year ended 31 March 2009 is to be approved for publication and at which recommendation of final dividend, if any, is expected to be decided.

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

Hong Kong, 10 July 2009

As at the date of this announcement, the Board comprises three executive directors, Mr. So Yuk Kwan (Chairman), Mr. Lee Jeong Kwan, 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.