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**AV CONCEPT HOLDINGS LIMITED**  
*(Incorporated in the Cayman Islands with limited liability)*

(Stock Code: 595)

## **RESIGNATION OF VICE CHAIRMAN AND EXECUTIVE DIRECTOR**

The board of directors (the “Board”) of AV Concept Holdings Limited (the “Company”) announces that Mr. Lee Jeong Kwan (“Mr. Lee”) has resigned as the Vice Chairman and Executive Director of the Company with effect from 16 July 2009 due to his intended pursuit of other interests.

Mr. Lee has confirmed that he has no disagreement with the Board and there is no matter that needs to be brought to the attention of the shareholders of the Company in relation to his resignation.

The Board would like to take this opportunity to express its gratitude to Mr. Lee for his valuable contributions to the Company.

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

Hong Kong, 16 July 2009

*As at the date of this announcement, the Board comprises two executive directors, Mr. 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.*