



**AV CONCEPT Launches Own Brand “Signeo”
To Distribute Wavesquare LED Chips**

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***Enters into the Enormous High Brightness LED Market
in China***

(Hong Kong, November 18, 2010) – Leading electronic components distributor AV Concept Holdings Limited (“AV Concept” or the “Group”) (stock code: 595), announced today the launch of its own brand “Signeo”, to distribute LEDs that are equipped with Wavesquare's (Wavesquare Inc.)high brightness LED chips by following the packaging process. The performance of the LED is expected to reach 120 luminous flux (lm) with 1W LED (the market average is around 100lm with 1W LED). Initially, the Group will launch the brand in China, then gradually distribute its products to different corners of the world.

Wavesquare is one of the few manufacturers in the world supplying vertical high brightness blue LED chips. Its LED chip technology has won the Minister of Knowledge and Economy Award of the first National Green Tech Awards presented by the Korean Government at the beginning of the year. Wavesquare is the only company in the LED industry to make the list of recipients. Signeo’s 1W LEDs are expected to reach an average of 120lm, which outperforms the market average performance of 100lm. In addition, with its relatively low production cost, the price of the Signeo LED will be competitive among related products. After packaging the LED chips manufactured by Wavesquare in mainland China, the products will be distributed to thousands of lighting equipment manufacturers, whereas Signeo can also provide optical testing and technology support to the clients.

Based on the research conducted by Freedonia, the global demand for general illumination products will increase to USD39 billion in 2014, even larger than the whole super high brightness LED market, 55.4% of which will be the

energy-saving products including fluorescent bulbs and LED bulbs. Nowadays, many countries have announced plans of eliminating the use of incandescent bulbs. For instance, European Union has banned the use of incandescent bulbs since September, 2009; Australia started to eliminate the use of incandescent bulbs this year. And most of the developed countries, such as the US, Canada and Japan, are going to stop selling incandescent bulbs. The sales of the LED lighting market will grow even faster than the LED TV and notebook (LED for display backlight modules). Moreover, general illumination market can be divided into two categories: traditional lighting (including fluorescent bulbs) and LED lighting which will be the mainstream in the industry after 2014. According to the forecast from Phillips Electronics, LED lighting will occupy 90% market share of the general illumination market, while the traditional lighting will take the remaining 10%.

Looking forward, Mr. Billy So, the Group's Chief Executive Officer said, "According to the survey in the third quarter of 2009 by industry consulting firm, iSuppli, China is expected to occupy over 50% market share in the high brightness LED industry in Asia-Pacific region. Following the active promotion of environmental protection strategies by the PRC government and the positive impact from environmental protection policies such as the 12th Five-Year Plan, LED lighting business represents a tremendous potential. The Group believes super high brightness LED chip will promise long-term development prospect. With our outstanding technology and sales network, Signeo will first tap into the China market, and further expand its business to the worldwide market after strengthening its position in the lighting industry, generating a massive profit for the Group."

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About AV Concept Holdings Limited

AV Concept Holdings Limited is a dynamic and fast growing electronics group listed on Hong Kong Stock Exchange. The Group's businesses include marketing and distribution of electronic components; design and development as well as sale of electronic products. Its wholly owned subsidiary – AV Concept Limited – is one of Asia's leading electronic component distributors for Samsung Electronics and Fairchild Semiconductors. It is also a "One-stop Service Provider" with strong ability and intelligence in sourcing all kinds of application software designs and electronic components that match customer needs. Headquartered in Hong Kong with major sales offices in Shenzhen, Shanghai, Beijing, Singapore, the Philippines, Indonesia and India, AV Concept Limited boasts a comprehensive distribution network and strong sales expertise in China and the South East Asia region.

AV Concept website: www.avconcept.com

This press release is distributed by Wonderful Sky Financial Group Limited on behalf of AV Concept Holdings Limited.

For further information, please contact:

Wonderful Sky Financial Group Limited

Bryan Bian/ Stacy Zhang/ Celine Yeung/ Theo Lau

Tel : (852) 2851 1038

Fax : (852) 2815 1352

E-mail: bryanbian@wsfg.hk / stacyzhang@wsfg.hk / celineyeung@wsfg.hk / theolau@wsfg.hk