



STRATEGIC FINANCIAL RELATIONS LIMITED  
縱橫財經公關顧問有限公司

<For immediate release>



## **AV Concept Subscribes for 75% of Entire Issued Share Capital of Signeo**

\* \* \* \*

### **Launches New Line under Own Brand SOUL by Ludacris® Diversifies its Consumer Electronics Product Mix**

(Hong Kong, 11 January 2011) – **AV Concept Holdings Limited** (“AV Concept” or the “Group”) (stock code: 595) has announced that AVC Technology (International) Limited (“AVCTI”), the wholly-owned subsidiary of the Group, entered into agreement with Signeo International Limited (“Signeo”) to subscribe for the Convertible Notes at the subscription price of US\$800,000 (approximately HK\$6,240,000).

Assuming the conversion rights attaching to the Convertible Notes are all exercised in full at the initial conversion price of US\$2.6666 per share, a maximum of 300,007 shares of HK\$1 each in the capital of Signeo will be allotted and issued, representing approximately 75% of the entire issued share capital as enlarged by the Conversion Shares. Upon completion of the subscription which will take place no later than 30 April 2011, Signeo will become a partly owned subsidiary of the Group. The business prospects of Signeo will bring potential synergies to the Group’s existing business in consumer electronics.

Demonstrating its expertise in manufacturing professional and consumer audio products, Signeo has announced the worldwide launch of its superior new line of personal audio products – SOUL by Ludacris®, which has received overwhelming response since its pre-launch in Atlanta in October 2010. In a unique collaboration with the Grammy winning and globally renowned artist, Chris “Ludacris” Bridges, this line will start initially with five models of high definition headphones that offer the superior sound quality of a professional headphone with a distinctive flair for self-expression and individual style.

Unveiled at the 2011 Consumer Electronics Show in Las Vegas, the SOUL by Ludacris® line contains professional sound technology designed by a team of engineers who have developed some of the most notable acoustic breakthroughs in the audio industry. Elements such as world-class noise cancellation technology and ultra precise audio mix balancing provide a rich listening experience fit for a wide audience from the business traveler or casual music lover to the professional musician or audiophile. It also is available in an array of eye-catching colors and uniquely designed styles that epitomise the famous artistic vision of Ludacris and the achievement of an award-winning design team.

The SOUL by Ludacris® product line is to be exclusively distributed by NYSE listed Ingram Micro, Inc. (NYSE: IM) in North and South America through its Consumer Electronics Division, which is the world's leading technology solution provider. The new line is scheduled to be launched to retail markets nationwide in the US during early 2011.

**Mr So Chi On, Chief Executive Officer of AV Concept**, said, "We are truly excited to partner with the globally famous entertainer Ludacris and an award-winning design team in branding and designing this unique series, as well as the world's largest technology distributor Ingram Micro, Inc. in distributing this new line of SOUL by Ludacris®. This launch underscores our efforts to diversify our consumer electronics product mix and create our own distinctively stylish brand to meet customers' diverse needs in the fast-changing electronics market."

- End -

#### **About AV Concept Holdings Limited (Stock Code: 595)**

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 engaged in LED business through holding 26.9% issued share capital of Wavesquare Inc. which is a Korean-based company engaging in the research, development and manufacturing of blue high brightness LED chips. 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.

Visit AV Concept at [www.avconcept.com](http://www.avconcept.com)

#### **About Ingram Micro (NYSE: IM)**

As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution. The company serves approximately 150 countries and is the only global broad-based IT distributor with operations in Asia. Visit Ingram Micro at [www.ingrammicro.com](http://www.ingrammicro.com).

#### **About Chris "Ludacris" Bridges**

Boasting a collection of hits that spans over a decade, Ludacris has sold more than 12 million albums domestically thanks to the blockbuster success of such singles as "Stand Up," "Get Back," "Number One Spot" and "Money Maker." 2010's acclaimed "Battle of the Sexes" album release brought more chart topping hits, including "How Low" and "My Chick Bad." With an unrivaled match of lyrical acumen, wit and imagery, Ludacris has solidified himself as one of music's premier entertainers. Although he's best known for his infectious tunes, Ludacris has shown that he's equally adept at writing powerful songs with serious subject matter, including runaways on "Runaway Love." This versatility and artistic complexity enabled Ludacris to make a seamless transition to acting. His global popularity soared with his work on the Fast & the Furious motion picture series, and his acclaimed performances in films such as Crash and Hustle & Flow plus noteworthy television roles (Law & Order: Special Victims Unit) have Hollywood and critics alike buzzing about his increasingly impressive screen resume. The SOUL by Ludacris audio line joins Ludacris' Conjure Cognac and Disturbing Tha Peace Records as yet another successful venture of the business mogul.

**For press enquiries:**

**Strategic Financial Relations Limited**

Iris Lee / Linda Pui / Janice Wong / Sadie Lam

Tel: 2864 4829 / 4873 / 4862 / 4861

Fax: 2804 2789 / 2527 1196

Email: [iris.lee@sprg.com.hk](mailto:iris.lee@sprg.com.hk) / [linda.pui@sprg.com.hk](mailto:linda.pui@sprg.com.hk) / [janice.wong@sprg.com.hk](mailto:janice.wong@sprg.com.hk) / [sadie.lam@sprg.com.hk](mailto:sadie.lam@sprg.com.hk)

**Photo Caption :**

Photo 1 - The Grammy winning and globally renowned artist, Chris “Ludacris” Bridges, demonstrates the SOUL by Ludacris® personal audio product with Mr So Chi On, Chief Executive Office of AV Concept.



Photo 2 – The headphone presented by SOUL by Ludacris®



Photo 3 –The SOUL by Ludacris® product line will be exclusively distributed by NYSE listed Ingram Micro, Inc. (NYSE: IM) in North and South America through its Consumer Electronics Division.

