



AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

<For immediate release>

AV CONCEPT APPOINTED AS ASIAN DISTRIBUTOR FOR SITIME

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***ADVANCED SiRESTM SILICON TECHNOLOGY TO REPLACE
TRADITIONAL QUARTZ RESONATORS***

(Hong Kong, 19 April 2006) – Leading electronics distributor and manufacturer **AV Concept Holdings Limited** (“AV Concept” or the “Group”) (stock code: 595) today announced that it has entered into an sole distribution arrangement with **SiTime Corporation** (“SiTime”) to distribute SiTime’s first product line – the world’s first commercially viable Silicon Mechanical Oscillators. The agreement will last for 1 year and will cover the China, Hong Kong, Singapore, Thailand, Philippines, Indonesia, India and Malaysia markets.

The new arrangement will further strengthen the Group’s long-established position in the semi-conductor distribution industry. AV Concept will be distributing all of SiTime’s range of semi-conductor products.

Mr So Yuk Kwan, Chairman of AV Concept, said, “I am delighted to announce the cooperation with SiTime, which marks a major step forward in the development of AV Concept’s distribution business. SiTime’s innovative product technologies, complimented by our comprehensive distribution network and strong sales expertise, are expected to create the synergy that will enable both parties to capture the vast opportunities in the Greater China market.”

SiTime announced today the launch of engineering samples of its SiT1xxx series and SiT8002 oscillator families based on its proprietary MEMS FirstTM and EpiSealTM CMOS compatible processes. The SiTime silicon oscillator is an electro-statically driven mechanical device that has jitter and ppm performance similar to consumer grade quartz products and orders of magnitude better than today’s best silicon clock oscillators. SiTime expects that the availability of these devices will quickly replace the existing quartz technology which currently dominates the market for a majority of electronic timing and frequency generation “clock” applications. The SiTime SiResTM SiT1xxx series and SiT8002 oscillator families generate frequencies between 1 to 125 MHz with excellent temperature and jitter performance and are packaged in tiny industry standard IC packages, which will provide a significant cost advantage.

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SiTime oscillators sampling will address to more than 80% of the unit volume of quartz resonators and oscillators in the market. Key target applications are digital still cameras, portable media players, notebook computers, and high reliability applications. However, MEMS oscillators will benefit any quartz application where small size and reliability are valued.

Mr Kurt Petersen, CEO and Co-Founder of SiTime and a MEMS industry veteran stated, “SiTime’s introduction of SiRes™ oscillators represents a fundamental transformation of the timing industry. One of the last hold-outs of common electronic circuit components to be integrated onto silicon is the quartz crystal. Finally, a smaller, more reliable and cost-effective alternative is available to circuit designers – the SiRes™ oscillator. We are very happy to have AV Concept as our distribution partner and we look forward to the fruitful returns ahead.”

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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 the sale and distribution of electronic components; the design and manufacture of MP3 players and niche medical products. It is also a leading electronic manufacturing services provider in China’s fast growing Pearl River Delta region. 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, Singapore, Malaysia, 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

About SiTime Corporation

SiTime Corporation develops MEMS Silicon resonators and related products. The MEMS First™ and EpiSeal™ process licensed from Robert Bosch GmbH has removed the technical barriers preventing wide acceptance of this quartz replacement technology. The key benefits of the technology are still to be fully realized in future value added components. These benefits include MEMS + CMOS integration, multiple resonators per die, and system benefits derived from a captive time source. SiTime’s primary investors are Greylock, NEA venture capital firms and Robert Bosch GmbH. More information about SiTime and SiRes™ samples for select customers is available at www.sitime.com or www.sitime.jp

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