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

(Stock Code: 595)

PROFIT WARNING

This announcement is made by AV Concept Holdings Limited (the “Company” and together with its subsidiaries, the “Group”), pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and the potential investors that the Group is expected to record a loss for the year ended 31 March 2009 as compared to a profit for the corresponding year ended 31 March 2008. Based on information currently available to the Group, the Board believes that the expected loss was mainly attributable to the increase in realised and unrealised losses in the fair value changes of the Group’s investment portfolio due to adverse global financial and economic conditions. The Board considers that the financial position of the Group remains sound and the Group is capable of financing its operations by its own internal resources and available banking facilities.

The information contained in this announcement is only an assessment made by the management of the Company based on the Group’s consolidated management accounts for the year ended 31 March 2009 which have not been audited by the Company’s auditors. The Company is in the process of finalising the Group’s audited financial results for the year ended 31 March 2009. Detailed financial results of the Group for the year ended 31 March 2009 will be disclosed as and when the final results of the Group are announced.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

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

Hong Kong, 30 June 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.