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AV CONCEPT HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 595)

POSITIVE PROFIT ALERT

This announcement is made by AV Concept Holdings Limited (the "**Company**", 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 "**Listing Rules**").

The board of directors (the "**Board**") of the Company wishes to inform shareholders of the Company and potential investors that based on preliminary assessment of the unaudited management accounts of the Group and information currently available, the Group is expected to record a significant increase in net profit for the year ended 31 March 2011 as compared to the profit attributable to the owners of the Company of approximately HK$77 million for the corresponding period in last year.

Such increase in net profit is mainly attributable to (i) increase in turnover of the Group for the year ended 31 March 2011; and (ii) the fair value gain from the Group's investment in Accupix Co., Ltd. (a limited liability company incorporated in Korea) ("**Accupix**") as at 31 March 2011 as a result of the merger of Accupix as stated in the Company's announcements dated 13 October 2010, 14 October 2010 and 26 November 2010.

As the Company is still in the process of finalizing the results for the year ended 31 March 2011, the information contained in this announcement is only based on the management accounts of the Group for the year ended 31 March 2011 which have not been audited or reviewed by the Company's auditors. The annual result of the Group for the year ended 31 March 2011 is expected to be published in June 2011.

Shareholders of the Company 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, 26 May 2011

As at the date of this announcement, the Board comprises three executive directors, Dr. Hon. So Yuk Kwan (Chairman), Mr. So Chi On and Mr. Ho Choi Yan, Christopher and three independent non-executive directors, Dr. Hon. Lui Ming Wah, SBS, JP, Mr. Charles E. Chapman and Mr. Wong Ka Kit.