
NIVS Showcases Product Line at China Import and Export Fair

HUIZHOU, China, October 19, 2010—NIVS IntelliMedia Technology Group, Inc. (“NIVS” or the “Company”) (NYSE Amex: NIV), a consumer electronics company that designs, manufactures and sells intelligent audio and visual products and mobile phones, today announced their recent participation at the China Import and Export Fair, also known as the Canton Fair (“The Fair”).

Phase I of the Fair for consumer electronics manufacturers took place between October 15th and October 19th and was attended by local and international buyers. More than 200,000 international buyers attended this year’s event and represented more than USD \$34 million in orders to the participating manufacturers.

Approximately 250 interested potential buyers per day interacted with the NIVS personnel expressing interest in their products; particularly the mobile phone product line. The NIVS products featured included their mobile phone line, certain audio products and LCDTV and DVB products. Photos from the Fair will be available for viewing on the NIVS website later this week.

Mr. Tianfu Li, NIVS Chairman and CEO commented, “The China Import and Export Fair is China’s largest trade fair and we were pleased with the positive response to the NIVS product line particularly from the prospective buyers from markets outside of China.”

About NIVS IntelliMedia Technology Group, Inc.

NIVS IntelliMedia Technology Group is an integrated consumer electronics company that designs, manufactures, markets and sells intelligent audio and video products and mobile phones in China, Greater Asia, Europe, and North America. The NIVS brand has received “Most Popular Brand” distinction in China's acoustic industry for three consecutive years, among numerous other awards. NIVS has developed leading Chinese speech interactive technology, which forms a foundation for the Company's intelligent audio and visual systems, including digital audio, LCD televisions, digital video broadcasting (“DVB”) set-top boxes, peripherals and more.

About the Canton Fair

The China Import and Export Fair has been held twice a year in the spring and autumn since its inauguration in 1957. It is China’s largest trade fair by attendance and product turnover and is a multi-functional event of international significance.

Safe Harbor Statement

This release contains certain “forward-looking statements” relating to the business of the Company and its subsidiary companies. All statements, other than statements of historical fact included herein are “forward-looking statements” including statements regarding: the significance of Mr. Wasielewski’s appointment on the Company’s business and operations; the business strategy, plans and objectives of the Company and its subsidiaries; and any other statements of non-historical information. These forward-looking statements are often identified by the use of forward-looking terminology such as “believes,” “expects” or similar expressions, involve known and unknown risks and uncertainties. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, they do involve assumptions, risks and uncertainties, and these expectations may prove to be incorrect. Investors should not place undue reliance on these forward-looking statements, which speak only as of the date of this press release. The Company's actual results could differ materially from those anticipated in these forward-looking statements as a result of a variety of factors, including those discussed in the Company's periodic reports that are filed with the Securities and Exchange Commission and available on its website (<http://www.sec.gov>). All forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these factors. Other than as required under the securities laws, the Company does not assume a duty to update these forward-looking statements.

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