

NIVS to Introduce New Branded Mobile Phone Series at Merchandising Conference

HUIZHOU, China, October 27, 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 that on November 18, 2010 at a merchandising conference to be held at the Huizhou Crown Plaza Hotel they intend to launch a sales and marketing campaign for a new series in the NIVS branded mobile phone family. The phones, termed “Childhood” for the children’s market, “Performance” for the pre-teen market, “Pride” for the teen-age market and “Care” for the elderly market will be introduced at the conference. An additional phone intended for sale through carrier channels, “Outstanding,” will also be introduced. The specific phones will feature unique functions and be designed for its intended targeted consumer.

Distributors, agents, partners and vendors from throughout China will attend the conference and sales targets of the new phone products will be established for 2011. With the exception of the ‘Outstanding’ series the new mobile phone products will be marketed and sold through NIVS’s own sales channels. TV commercials, traditional press advertisement and online promotion will support the marketing efforts.

Mr. Tianfu Li, NIVS Chairman and CEO commented, “The launching of a new series of our branded mobile phones is an exciting milestone for the company and we look forward to an increased awareness of the NIVS product line to consumers throughout 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.

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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