

NIVS Commences TV Advertisement Campaign on Shenzhen Television

HUIZHOU, China, November 9, 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 the commencement of a one-year advertising campaign on Shenzhen Television (“SZTV”) beginning this month.

15 second advertisements during the programming of “30 Minutes at Noon” will air twice during the telecast. 30 Minutes at Noon is a talk show with topics of local interest. The same advertisements will air 6 times during the telecast of “Mangrove Theatre at 20:00,” a primetime theater feature broadcasting dramas purchased from both Hong Kong and mainland China during the most popular SZTV programming slot.

The costs of the TV advertisements to NIVS are USD \$1.2 million for the one year campaign and are but the first of the new promotional tools NIVS intends to implement for the purpose of creating greater brand awareness of the NIVS product lines.

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 Shenzhen Media Group

Shenzhen Media Group is a media company based in [Shenzhen](#), [Guangdong](#) province, China. It owns four radio stations which broadcast [Chinese music](#), reports news and Chinese talk shows.

At present, the Group owns 12 television channels and four sets of radio frequencies (including a satellite TV channels, a high-definition TV channels, a mobile TV channels, a DV pay channel, a shopping channel, seven terrestrial TV channels and news frequency, music, traffic frequency, the frequency of life), the establishment of an ad Corporation, Tianwei Video Co., Ltd., Tianbao Radio and Television Network Limited, days-long broadcast TV Network Limited, cultural industries (International) Exhibition Co.,

Company, Mobile Video Co., Ltd., film studios and several industrial enterprises. Total assets of the Group exceed more than 5 billion Yuan.

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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