

NIVS to Commence Advertising Campaign on Guangdong Satellite TV

HUIZHOU, China, November 17, 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 from November 2010 through December 2011, the Company will air 5” and 15” TV advertisements for various NIVS branded products during the noon and primetime nightly telecasts broadcast over Guangdong Satellite TV (“GDSTV”).

Additionally NIVS will be the sole sponsor of the “All About the Asian Games” program, a one hour program broadcast over 10 episodes on Tuesday, Thursdays, Saturdays and Sundays while the 2010 Asian Games, a multi-sport event in Guangzhou, China are in session from November 12 – 27, 2010. As the sole sponsor of the program the NIVS logo and banner will be displayed throughout the program and NIVS TV advertisements will be broadcast during commercial breaks.

The approximate cost of the advertising campaign through December 2011 is USD \$1.8 mm.

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 Guangdong Satellite TV (GDSTV)

With its fresh image, high taste and wide perspective, GDSTV sets the principle of “serving the people” and provides programs primarily using Mandarin, some Cantonese as well as English to its viewers twenty-four hours around the clock. It transmits through “Asian Satellite-2”, via the main microwave transmission line located in East, West and North Guangdong Province and forms an extensive network with a powerful signal serving a population of more than 2 billion people. The GDSTV programs cover an area north to Russia, west to Africa, east to Europe and south to southeast Asia, Australia and New Zealand. According to a survey done in December 1998, GDSTV's programs can be received in thirty two municipalities and provinces within China. Over one thousand cable networks transport their signals to approximately 53.638 million households and there are altogether 210 million viewers watching GDSTV programs.

Local visitors and overseas Chinese in Australia, New Zealand, Singapore, Malaysia, Indonesia, Thailand, Philippines, and Sri Lanka express their favoritism toward GDSTV programs. Located in China's south gate, GDSTV plays a leading edge in new social trends and fashions. As an ancient land full of hopes and miracles, Guangzhou is a solid basis of folk culture and gives birth to new miracle every day. Making full use of its land productivity, humanistic and economic advantages, GDSTV is assembled with GDTV's manpower, material strength and technological resources and adopts a scientific management and production mode. It presents excellent, fresh television programs in which various social events are broadcast to its domestic and overseas viewers.

Furthermore, GDSTV introduces well known enterprises and their branded products to millions of viewers within China and the Asia-Pacific region. Thus enabling Chinese viewers to understand Guangdong and broaden the Guangdong peoples' horizon.

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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