



## **NIVS Announces Availability of New Online Investor Fact Sheet**

### **Informative Resource Provides Investor-Oriented Company Overview and Detailed Description of the NIVS' Business Model in the Rapidly Growing Consumer Electronics and Mobile Phone Industries in China**

HUIZHOU, China — February 1, 2011 — 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 announces the availability of a new online Investor Fact Sheet.

“As part of our goal in keeping investors informed with the latest developments at the company, we are releasing our new fact sheet, which we plan to update regularly,” said Tianfu Li, NIVS' Chairman and CEO. “Although our products are sold in 80 countries throughout the world, NIVS is particularly focused on leveraging China's increasing demand for consumer electronics by effectively marketing our award-winning audio-visual equipment and NIVS-branded mobile phones toward China's rising middle class.”

Mr. Li continued, “We believe NIVS is strategically well-positioned in the consumer electronics industry in China with long term growth potential, and we look forward to providing our investors with updates on our progress over the coming weeks and months.”

The Investor Fact Sheet provides a concise overview of NIVS' business model and the company's various opportunities in China's electronics industry, and is an important resource for existing shareholders and prospective investors alike.

The Fact Sheet is available at:

[www.trilogy-capital.com/autoir/niv\\_autoir.html](http://www.trilogy-capital.com/autoir/niv_autoir.html)

### **About NIVS IntelliMedia Technology Group, Inc.**

NIVS IntelliMedia Technology Group (NYSE Amex: NIV) 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.

For additional information, please visit: [www.nivsgroup.com/english](http://www.nivsgroup.com/english)

### **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 Company's business and operations; 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.

**Company Contact:**

Alex Chen  
Chief Financial Officer  
United States  
646-380-2454

Jason Wong  
Vice President Investor Relations  
Tel: +86-138-299-16919  
Email: [jason@nivsgroup.com](mailto:jason@nivsgroup.com)

**Investor Contact:**

Trilogy Capital Partners - Asia  
Darren Minton, President  
Toll-free: 800-592-6067  
[info@trilogy-capital.com](mailto:info@trilogy-capital.com)