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NIVS IntelliMedia Reschedules Presentation Time at the B. Riley & Co 10th Annual Las Vegas Institutional Investor Conference

Huizhou, Guangdong, China, March 19, 2009 – NIVS IntelliMedia Technology Group, Inc., (NYSE Amex: NIV), which designs, manufactures and sells audio and visual consumer products in China and elsewhere worldwide including markets in Europe, Southeast Asia and North America, today announced that the time slot for management’s presentation at the B. Riley & Co 10th Annual Las Vegas Institutional Investor Conference at the Palms Casino Resort Las Vegas in Las Vegas, Nevada, has been changed to 9:00 am PDT / 12:00 pm EDT on Thursday, March 19, 2009.

A live audiocast of the presentation will be available on the NIVS website at www.nivsgroup.com or at www.wsw.com/webcast/brileyco12/nivs/. A replay of the audiocast will be available following the live presentation.

About NIVS IntelliMedia Technology Group, Inc.

NIVS IntelliMedia Technology Group is engaged in the design, manufacture, marketing and sale of audio and video consumer products. Nivs’ products include digital audio systems, televisions, digital video broadcasting (“DVB”) set-top boxes, DVD players, as well as peripheral and accessory products such as remote controls, headphone sets and portable entertainment devices (MP3/MP4 players). Nivs has invested substantial resources in the research and development of its intelligent audio and video consumer products, most of which utilize its Chinese speech interactive technology to permit users to control Nivs’ products through the user’s spoken commands. Nivs’ products are distributed worldwide, including markets in Europe, Southeast Asia and North America.