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Contacts:  
NIVS IntelliMedia Technology Group  
Jason Wong  
Vice President Investor Relations  
+86 752-3125862  
[jason@nivsgroup.com](mailto:jason@nivsgroup.com)

Investors:  
Stephanie Carrington / Ashleigh Barreto  
The Ruth Group  
+1 646-536-7017 / 7028  
[scarrington@theruthgroup.com](mailto:scarrington@theruthgroup.com)  
[abarreto@theruthgroup.com](mailto:abarreto@theruthgroup.com)

## **NIVS IntelliMedia Technology Group to Report Fourth Quarter and Full Year 2008 Financial Results on March 31, 2009**

*Conference call and webcast to be held on Wednesday, April 1, 2009 at 9:00 a.m. EDT (9:00 p.m. CST)*

Huizhou, Guangdong, China, March 30, 2009 – NIVS IntelliMedia Technology Group, Inc., (NYSE Amex: NIV), a consumer electronics company which designs, manufactures and sells audio and visual products, today announced it will release fourth quarter and fiscal year 2008 financial results for the period ended December 31, 2008 after the market closes on Tuesday, March 31, 2009.

A conference call to review the results will be held on Wednesday, April 1, 2009 at 9:00 a.m. US Eastern Daylight Time (9:00 p.m. China Standard Time). The earnings call will be hosted by Tianfu Li, Chairman and Chief Executive Officer, Simon Zhang, Interim Chief Financial Officer and Corporate Secretary, and Jason Wong, Vice President of Investor Relations.

A live webcast of the conference call will be available online from the investor relations page of the Company's corporate web site at [www.nivsgroup.com](http://www.nivsgroup.com). The dial-in numbers are 1-877-407-4018 for US domestic callers and 1-201-689-8471 for international callers. After the live webcast, the replay will remain available on NIVS' website through May 1, 2009. In addition, a telephonic replay of the call will be available through April 15, 2009. The replay dial-in numbers are 1-877-660-6853 for US domestic callers and 1-201-612-7415 for international callers. The account number to access the replay is 3055 and the conference ID number is 318700.

### **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.