

NIVS IntelliMedia Technology Group Technology Signs OEM and ODM Contract with Acoustic Research

Huizhou, Guangdong, China, August 13, 2009 – 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, today announced that they have signed an OEM and ODM service contract with Acoustic Research (“AR”), a professional speaker manufacturer and developer in the U.S.

Acoustic Research, a subsidiary of Audiovox Corporation (NasdaqGM: VOXX), has been a widely recognized brand name in the home audio industry since it pioneered the first acoustic suspension loudspeaker over fifty years ago. NIVS will be responsible for providing their sales channel for AR’s product distribution, as well as OEM and ODM services for AR in China and Hong Kong, with the possibility of adding other international markets should AR request it. Starting in September, NIVS will be using the Company’s current high-quality manufacturing technology to produce and distribute AR speakers in China and Hong Kong. NIVS is currently the only agent AR is using for its products in China.

“We’re very excited to be working with Acoustic Research,” said Mr. Tianfu Li, Chairman and CEO of NIVS. “AR has a rich and successful history of producing top quality audio products in the U.S., and this contract demonstrates their confidence in our business, distribution network and capabilities as well as our shared vision of being leaders in the audio products industry. AR’s dedication to quality will help improve our overall capabilities and this cooperation will help our Company to leverage our current manufacturing and distribution resources to greater success in becoming China’s preeminent integrated consumer electronics company, and will ultimately create more value for our shareholders.”

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 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. Ranked 43rd on Forbes’ Top 100 Chinese Research and Development Companies, 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.

Safe Harbor Statement

This release contains certain “forward-looking statements” relating to the business of the Company and its subsidiary companies. These forward looking statements are often identified by the use of forward-looking terminology such as “believes, expects” or similar expressions. Such forward looking statements involve known and unknown risks and uncertainties, including, but not limited to the Company’s reliance on its major customers for a large portion of its net sales; the Company’s ability to develop and market new products; the Company’s ability to continue to borrow and raise additional capital to fund its operations; the Company’s ability to collect aging trade receivables and the effect of a growing doubtful account allowance; the Company’s ability to accurately forecast amounts of supplies needed to meet customer demand; exposure to market risk through sales in international markets; the market acceptance

of the Company's products; exposure to product liability and defect claims; fluctuations in the availability of raw materials and components needed for the Company's products; protection of the Company's intellectual property rights; changes in the laws of the PRC that affect the Company's operations; development of a public trading market for the Company's securities; and the cost of complying with current and future governmental regulations and the impact of any changes in the regulations on the Company's operations. 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 the discussed above and in the Company's periodic reports that are filed with the Securities and Exchange Commission and available on its website (www.sec.gov). All forward-looking statements attributable the Company or to 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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