

NIVS Recognized as Key Enterprise by Guangdong Provincial Government & Huizhou Municipal Government

Huizhou, Guangdong, China, May 4, 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, today announced that it was recognized by both the Guangdong Provincial Government and the Huizhou Municipal Government.

The Guangdong Provincial Government designated the Company a Key Enterprise within the province for its financial performance, tax contribution and general contribution to society. The Company was one of 1000 companies recognized in this manner, 45 of which are domiciled in Huizhou City.

In addition, the Huizhou Municipal Intellectual Property Department awarded the Company the designation “Excellence in Intellectual Property within an Enterprise.” The Company also earned first prize recognition for the volume of its export business in 2009; and third prize in recognition of the volume of its domestic sales in 2009 from the Huizhou Foreign Trade and Economic Cooperation Bureau.

Mr. Tianfu Li, NIVS’ Chairman and CEO, commented: “The recognition of NIVS by the Guangdong Provincial Government and Huizhou Municipal Government are a testament to the dedication and hard work of our personnel throughout the Company and we accept these awards on their behalf and acknowledge their contributions.”

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 ability to effectively integrate the operations and management of acquisition targets; the Company's ability to timely deliver products; the Company's ability to timely 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 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; and changes in the laws of the PRC that affect 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 an obligation to update these forward-looking statements.

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