



ARTIVISION TECHNOLOGIES LTD.
(Incorporated in the Republic of Singapore)
Company Registration No: 200407031R

**STRATEGIC ALLIANCE WITH SCANSCOUT INC,
ONE OF THE LARGEST VIDEO NETWORKS WORLD-WIDE**

The Board of Directors of Artivision Technologies Ltd. (the “**Company**”) is pleased to announce that the Company has entered into a strategic alliance with ScanScout Inc (“**ScanScout**”) to introduce revolutionary advertising solutions for online video content using the Company’s Target-Overlay technology (flash overlays and/or pre-rolls videos).

ScanScout has its registered office in United States of America and is one of the largest video networks world-wide. It has a technology-driven video advertising network that delivers precise audience targeting and superior brand results by capturing and synthesizing billions of content and user interaction data points to match the right advertisement to the right video, at the right time.

The Company’s Target-Overlay is a value-added in-video monetization service, that is able to add new advertising inventory to existing video assets, while driving high performance and improved click-through rate for advertisers and better monetization opportunities for publishers. By implementing the Company’s robust overlay technology, the Company can offer publishers the capability to monetize video content by utilizing third party tag technologies. Target-Overlay is installed as a plug-in on any video player. Upon installation it creates a transparent overlay and serves advertisements from the Company’s advertising inventory through strategic media partners.

Under the terms of the strategic alliance, the Company shall provide ScanScout with the following services with respect to specified websites belonging to ScanScout (“**ScanScout Network**”): (a) distribution of the Company’s Target-Overlay to ScanScout Network; and (b) distribution and/or sales of ScanScout Network, directly or through third parties media agencies, direct advertisers, etc outside of the United States of America and Canada. Revenue generated by the Company with respect to any campaign generated through Target-Overlay shall be shared between the Company and ScanScout.

None of the Directors or controlling shareholders of the Company has direct or indirect interest in the above contract. The Directors are also not aware of any substantial shareholders that have any direct or indirect interest in the above contract and have not received any notification of interest in the above contract from any substantial shareholders.

Shareholders are advised to exercise caution when dealing with the shares of the Company in relation to this announcement.

BY ORDER OF THE BOARD

PHILIP SOH
Non-Executive Chairman

3 August 2010

This announcement and its contents have been reviewed by the Company’s Sponsor, Collins Stewart Pte. Limited, for compliance with the relevant rules of the SGX-ST. It has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement including the correctness of any of the statements or opinions made or reports contained in this announcement.

The contact person for the Sponsor is Mr Alex Tan, CEO, Collins Stewart Pte. Limited, at 77 Robinson Road, #21-02 Singapore 068896, telephone (65) 6854 6160.