



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

UPDATE ON COOPERATION WITH 文翰易德北京文化传媒有限公司
ONE OF THE LARGEST MEDIA NETWORKS
IN THE PEOPLE'S REPUBLIC OF CHINA

In October 2010, Artivision Technologies Ltd. (the “Company”) announced that the Company has entered into an exclusive agreement with a strategic partner in China, 文翰易德北京文化传媒有限公司 (“One Hand Edit Media (Beijing) Culture & Media Co., Ltd.” or “文翰易德”).

The Board of Directors of the Company is pleased to announce that 文翰易德 had entered into agreements with 上海聚力传媒技术有限公司 (“PPTV 网络电视”) and 乐视网信息技术 (北京) 股份有限公司 (“LETV 乐视网”) to bring the Company’s proprietary online video advertising technology, AdVision, to their online video entertainment portals. PPTV 网络电视 and LETV 乐视网 are among the top online video entertainment websites in China. The videos are accessible either from their respective websites or through third party applications which are compatible with a variety of systems, such as Android mobile phones and iPads.

This follows the agreements which 文翰易德 had entered into with China Network Television (“CNTV”), www.56.com, 爆米花 (“Baomihua”) and 迅雷看看 (“Xunlei Kankan”) between August and October 2011. We understand that these six China publishers garnered approximately 26% market share in terms of daily average viewership in the month of April 2012.

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

Shareholders and potential investors 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
26 June 2012

This announcement has been prepared by the Company and its contents have been reviewed by the Company’s Sponsor (“Sponsor”), Canaccord Genuity Singapore Pte. Ltd. (formerly known as Collins Stewart Pte. Limited,) for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“SGX-ST”). The Sponsor has not independently verified the contents of this announcement.

This announcement 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 Chia Beng Kwan, Director, Canaccord Genuity Singapore Pte. Ltd at 77 Robinson Road #21-02 Singapore 068896, telephone (65) 6854 6160.