

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

NEW BUSINESS RELATIONSHIP – ARTIVISION’S SUBSIDIARY ARTIMEDIA JOINS FORCES WITH TECHCONNECT IN BELGIUM, THE NETHERLANDS AND LUXEMBURG.

The Board of Directors of Artivision Technologies Ltd. (the “Company”) refers to the Company’s announcement dated 22 December 2008 and is pleased to announce that Artimedia Pte. Ltd. (“ArtiMedia”) has entered into a strategic partnership with TechConnect B.V. (“TechConnect”) to offer new advertising solutions to online video content publishers in Belgium, the Netherlands and Luxemburg (Benelux) using ArtiMedia’s Target-Ad solution.

TechConnect, through its BannerConnect division, fields an online advertising network that offers industry-leading contact and communication standards. The company specializes in the online display ad market with its quality and unique blended marketing solutions.

The two companies will offer a platform of services that enable online video publishers to generate revenue from new and non-intrusive sources of ad revenue. This platform allows publishers to find untapped virtual "real estate" in video assets and use this information to automatically place relevant ads (based on standard IAB banners) within videos through a method that preserves the user experience and optimizes advertising effectiveness.

Rationale of the Partnership

The partnership with TechConnect, a company with a strong online advertising network in Europe, enables ArtiMedia to utilize our advanced technology and solution to provide a complete, end-to-end value-added service to effectively monetize online video content for web publishers in Europe. The first live deployment with a content provider secured by TechConnect has commenced with effect from 21 January 2009.

Prospect

The Company through ArtiMedia is actively promoting the Target-Ad solution to other online advertising network companies and web publishers, and will make further announcements when appropriate.

About TechConnect

Started in 1997 from the melting pot of several successful tech community websites, TechConnect has evolved into an Internet company with a focus on technology reporting, gaming and online advertising.

With offices in Europe alongside a strong presence in the US, TechConnect, through its BannerConnect advertising division, provides an ever growing portfolio of advertisers and publishers with the latest technologies and best advertising deals, tuned to a human level, for a true collaborative experience that covers every conceivable service associated with online advertising, from ad creation and implementation to reliable reporting and accounting.

More information about TechConnect is available online at www.techconnect.nl

BY ORDER OF THE BOARD

LEONG KWEK CHOON
Executive Director & Chief Executive Officer
22 January 2009