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AVT Reports 2010 Financial Results:  
Back to growth and profits

*Highlights for 2010*

- AVT returns to profit - net income totaled \$ 0.6 million compared with net loss of \$10.7 million in 2009
- Revenues totalled \$39.7 million, an increase of 6.6% from revenues of \$37.2 million in 2009
- Order Booking totalled \$43.2 million representing an increase of 22.5% over 2009

**Hod-Hasharon, Israel, February 10, 2011-** Advanced Vision Technology Ltd. (AVT, Prime Standard of the Frankfurt Stock Exchange, ISIN: IL0010837248), the world's leader in print process control, quality assurance and color control for the packaging, labels, folding cartons and commercial print markets, announced today its financial results for the fourth quarter and the fiscal year ended December 31, 2010.

**Revenues** in 2010 totalled \$39.7 million 6.6% higher than the \$37.2 million generated in 2009. Revenues in the fourth quarter of 2010 were \$10.1 million 11.1% higher than in Q4 2009. The increase in total revenues in 2010 is the result of the significant improvement in business conditions in the Packaging and Labels market segments.

**Order Booking** in 2010 totalled \$43.2 million representing an increase of 22.5% over 2009 attributable to the improvements in all market segments and particularly in the Packaging and Labels markets. The ratio of total order booking to revenues in 2010 was 108.8% compared with 94.7% in 2009. As of December 31, 2010 order backlog totalled \$14.5 million, an increase of 26.2% compared with the balance at December 31, 2009.

**Gross margin** in 2010 was 49.5% compared with 42.8%, in 2009. Proforma gross margin in 2010 (excluding the impact of non-cash amortization of acquired intangible assets, stock-based compensation expense and in addition, for 2009 excluding the impact of non-cash impairment charge and GMI restructuring and integration costs) was 50.4% compared with proforma gross margin of 49.1% in 2009.

**Operating income** improved from a loss of \$8.9 million in 2009 to a profit of \$ 0.4 million in 2010. Proforma Operating income (excluding the items cited above) improved from a loss of \$1.8 million in 2009 to a profit of \$1.3 million in 2010. The increase in proforma EBIT in 2010 is due primarily to higher products revenues coupled with higher gross margin and lower operating expenses.

**Net income** for the year ended December 31, 2010 was \$ 0.6 million or a profit of \$0.10 per share (diluted) compared with net loss of \$10.7 million or a loss of \$2.02 per share (diluted) in 2009.

**Shlomo Amir, President and CEO of AVT:** " 2010 was a growth year for AVT. The best indicator of our business is order booking, and last year it grew by 22.5%. Our performance improved in all market segments, but most notably in the Packaging and Labels markets. These markets started to recover slowly at the end of 2009, and this trend continued last year. The commercial printing market is lagging behind, and projections are for an improvement in 2011. Our performance was positive in all regions worldwide. The fastest growing region in 2010 was Latin America, and in total it contributed around 10% of our overall order booking.

AVT has the best products in their respective categories, and thousands of satisfied customers. As I look forward, I believe that our customer-oriented innovation and support will continue to be critical assets. In 2011 I believe we will see further growth in our business, and significantly higher profits. We project annual revenues to be between \$43.0-44.0 million and GAAP net income to be between \$2.5-3.0 million".

**About AVT**

Advanced Vision Technology, Ltd (AVT) is the world leader in print process control, quality assurance and color control for the packaging, labels, folding cartons and commercial print markets. Today, more than 2,300 PrintVision systems for packaging and labels automatic inspection, are installed worldwide. As a premier supplier in the commercial sector, AVT has over 870 of its closed loop color control systems, and over 4,000 color management and reporting software and remote digital ink fountain control systems installed around the world. AVT's products are sold to leading printing press OEMs, packaging, labels, commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset web printing markets, worldwide.

Advanced Vision Technology's headquarters are located in Hod-Hasharon, Israel with sales, marketing, and support offices in the United States, Europe and China. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange.

Please visit the AVT website: [www.avt-inc.com](http://www.avt-inc.com)

**SafeHarborStatement**

Certain statements in this press release are forward-looking statements. Because such statements deal with future events, they are subject to various risks and uncertainties and actual results could differ materially from our current expectations. Factors that could cause or contribute to such differences include, but are not limited to: the impact on revenues of economic and political uncertainties and weaknesses in various regions of the world, including the commencement or escalation of hostilities or acts of terrorism; any unforeseen developmental or technological difficulties with regard to our products; changes in the competitive landscape, including new competitors or the impact of competitive pricing and products; a shift in demand for products such as ours; unknown factors affecting third parties with which we have formed business alliances; timely availability and customer acceptance of our new and existing products, and other factors and risks discussed in our Annual Report for the year ended December 31, 2009. We assume no obligation to update information concerning our expectations.

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