

AVT President & CEO Shlomo Amir Plans To Step Down

10/09/2013

Hod-Hasharon, Israel, September 10, 2013 – 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 that Mr. Shlomo Amir, President & CEO, informed the Board of Directors that he plans to step down.

Mr. Amir served as AVT President & CEO for the last 16 years. Once a replacement is found the date of transition to a new CEO will be agreed upon with the Board of Director.

Shlomo Amir, President and CEO of AVT: "I joined the company when it was a young technology startup. I had the privilege to lead a great team of professionals, and to establish AVT as the undisputed leader in the areas of process control, quality assurance and color control for the print markets. I am certain that AVT will continue to thrive, and reach new heights in the years to come. I will work closely with the Board of Directors to ensure a smooth transition."

Yeoshua Agassi, Chairman of the Board of Directors of AVT: "on behalf of the Board of Directors and the entire company, I thank Shlomo for his leadership and great achievements throughout his long service as the President & CEO of AVT. I wish him success in whichever path he may choose."

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 3,100 PrintVision systems for packaging and labels automatic inspection are installed worldwide. As a premier supplier in the commercial sector, AVT has over 880 of its closed loop color control systems, and over 3,300 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

Safe Harbor Statement

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, 2012. We assume no obligation to update information concerning our expectations.

For further information, please contact:

Nadav Yassour, CFO

AVT Ltd.

Phone: +972-9-7614444

Fax: +972-9-7614555

Email: nadavy@avt-inc.com