

FOR IMMEDIATE RELEASE



**AVT CONTINUES PLANNED INTEGRATION OF
GMI AS PART OF “ONE COMPANY VISION”**

**AVT and GMI Sales and Marketing Organizations in the Americas
to be Unified, Improving Market Coverage and Customer Care**

**GMI Operations in California and Texas to be Consolidated
Under One Roof in Rockwall, Texas to Greatly Improve
Efficiencies and New Product Introductions**

HOD-HASHARON, ISRAEL, November 19, 2008 – Advanced Vision Technology (AVT) introduced today the next AVT - GMI integration steps in its long-term “One Company” strategy.

First, the sales and marketing of AVT and GMI in the Americas (North, Central and South America) will be unified under the leadership of Lance Shumaker, President of AVT Inc. in the US. The joint team will continue serving the industry with both AVT and GMI product lines, while better answering the specific needs of the industry’s various segments.

The consolidations of AVT and GMI sales and marketing in the EMEA (Europe, the Middle East and Africa), and Asia-Pacific regions were implemented earlier this year, and now all sales activities worldwide are integrated.

Second, the California and Texas facilities of GMI will be consolidated under one roof in Rockwall, Texas. This process will be completed by March 31st, 2009, and will greatly improve efficiencies and new product introductions.

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Shlomo Amir, President and CEO, commented: “When we acquired GMI in 2007, we set forth a long-term integration plan as part of our ‘One Company Vision’. The two steps we announced today are part of this plan. The sales integration provides enhanced market coverage and better support to our customers and partners, as well as having one focal point for the combined AVT/GMI solution offering. The consolidation of GMI operations in Rockwall, Texas provides improved operating efficiencies and performance, and combines R&D activities in one location. These integration steps will help facilitate faster realization of cross market opportunities.”

About AVT

Advanced Vision Technology develops and manufactures automatic inspection systems for web applications in the packaging, labels, folding cartons and commercial sectors. Today, more than 2000 PrintVision systems are installed worldwide. AVT owns Graphic Microsystems, Inc. (GMI), the world’s premier supplier of closed loop color control systems with over 850 installations, color management and reporting software, and remote digital ink fountain control solutions with over 3000 systems installed. GMI products are sold to leading commercial, semi-commercial, newspaper and specialty printers in the heatset and coldset web printing markets as well as to printing press OEMs worldwide.

Advanced Vision Technology’s headquarters are located in Hod-Hasharon, Israel. AVT is a public company listed in the Prime Standard of the Frankfurt Stock Exchange. The company has R&D and manufacturing facilities in Israel and the United States, as well as marketing, sales and support offices in the United States, Europe and China.

Today, the combined companies employ more than 300 people worldwide. Please visit the AVT website at www.avt-inc.com and the GMI website at www.gmicolor.com

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