



## **DVS Digital Video Systems, Inc.**

### ***For Immediate Release***

### **DIGITAL VIDEO SYSTEMS RETAINS CCG FOR INVESTOR RELATIONS**

Palo Alto, CA – July 24, 2003 – Digital Video Systems ("DVS" or the "Company") (NASDAQ: DVID) today announced that it has retained CCG Investor Relations ("CCG") to implement and manage its investor relations program. Terms of the arrangement were not disclosed.

"We look forward to assisting Digital Video Systems in keeping its shareholders well informed, as well as in making its investment thesis more widely known to potential new investors," said CCG Partner Sean Collins, who heads the DVS account team. "Based on our review of the Company's current and projected business development plans, we are preparing a very interesting and active program of investor communications."

For further information, please contact Sean Collins, Partner, CCG, at (818) 789-0100, ext. 202.

#### **About CCG**

CCG provides investor relations for over 30 publicly traded and private companies throughout the country. The full-service investor relations agency has expertise in representing companies in the high-tech, Internet, semiconductor, medical device, biotech and retail sectors and maintains its corporate headquarters in Sherman Oaks (Los Angeles), California. For further information, contact CCG directly, or visit its Web site at <http://www.ccgir.com>.

#### **About DVS**

Established in 1992, DVS is a publicly held company specializing in the development and application of digital video technologies enabling the convergence of data, digital audio, digital video and high-end graphics. DVS is headquartered in Palo Alto, California, with subsidiaries and branch offices in South Korea and China. DVS is a world leader in the manufacture of DVD loaders, the key component in today's DVD players. The company's present strategy is to remain a leading solutions provider at the forefront of the DVD industry. DVS is currently committed to an aggressive product diversification program to bring to market a variety of higher margin DVD products including DVD loaders for the automotive market and DVD+R/RW recordable/rewritable.

#### **Safe Harbor Statement**

*All statements in this press release that are not statements of historical fact are forward-looking statements, including statements relating to the Company's strategy, market position and product diversification program. These statements are based on expectations and assumptions as of the date of this press release and are subject to numerous risks and uncertainties, which could cause actual results to differ materially from those described in the forward-looking statements. The risks and uncertainties include the ability of the Company to remain competitive, manage costs, anticipate market needs, achieve market acceptance for new products, anticipate and adapt to general economic conditions, achieve profitability and obtain additional financing. Digital Video Systems, Inc. assumes no obligation to update these forward-looking statements, and does not intend to do so.*

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