



ADB Systems International Ltd.
6725 Airport Road, Suite 201
Mississauga, ON L4V 1V2
Tel: 905-672-7467 / Facsimile: 905-672-7514
Website: www.adbsys.com
(TSX: ADY; OTCBB: ADBY)

For Immediate Release

**ADB SYSTEMS AND GE COMMERCIAL EQUIPMENT FINANCING
LAUNCH “GE ASSET MANAGER”**

Joint Venture Will Market Asset Management Technology To Firms Globally

DANBURY, Conn. and MISSISSAUGA, ON -- September 25, 2003 – ADB Systems USA Inc, a unit of ADB Systems International (TSX: ADY; OTCBB: ADBY), and GE Commercial Equipment Financing, a unit of GE Commercial Finance (NYSE:GE), announced today the formation of GE Asset Manager LLC, a joint business venture that will develop and market innovative asset management technology to customers in a broad range of industries. Sales and marketing initiatives begin immediately with the product targeted for availability in first quarter of 2004.

GE Asset Manager LLC, which is owned evenly by the two companies, is an integrated, web-based business enabling mid- and large-size organizations to reduce operating costs by simplifying and consolidating their asset management programs. GE Asset Manager will feature all-in-one capabilities designed for sourcing of new equipment, tracking and reallocation of existing assets, automated appraisal management and disposition of surplus equipment.

The joint venture will be managed by senior executives of both firms.

“Today’s announcement is the most important development in ADB’s history and we are extremely gratified to partner with GE CEF and its impressive credentials and considerable market leadership,” said Jeff Lymburner, CEO of ADB Systems. “As evidenced by the initial feedback from leading organizations across North America, we believe that the long-term potential for our joint venture is extremely significant.”

GE Asset Manager will work with organizations with extensive capital assets and equipment active in the manufacturing, transportation, communication and energy sectors. GE Asset Manager will deliver its offerings chiefly through a Web-hosted business service model, reducing computer maintenance and software costs of customers.

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“As part of our market research efforts, we have met with a number of leading manufacturing companies to determine the viability of our offerings and we are confident that our solutions will address the need for more effective use of capital equipment that is common among many organizations,” said Mr. Lymburner.

About GE Commercial Equipment Financing

GE Commercial Equipment Financing (CEF), a unit of GE Commercial Finance, helps thousands of customers - from small businesses to Fortune 100 companies - finance the purchase of fixed assets. CEF's portfolio includes manufacturing equipment; facilities; construction and office equipment; corporate aircraft; franchises; trucks and trailers; and a wide variety of other equipment. CEF also provides tax-exempt financing for state and local governments, universities and hospitals, as well as SBA loans for small businesses. Financing transactions range from \$50,000 to \$50 million and involve a variety of lease and loan products tailored to a customer's specific needs. GE is a diversified services, technology and manufacturing company with operations worldwide.

About ADB Systems International Ltd.

ADB Systems International delivers asset lifecycle management solutions that help companies source, manage and sell assets for maximum value. ADB works with a growing number of customers and partners in a variety of sectors including oil and gas, government, chemicals, manufacturing and financial services. Current customers and partners include BP, GE Commercial Equipment Finance, Halliburton Energy Resources, HFK, National Health Service (UK), permanent TSB, Talisman Energy, and Vesta Insurance.

ADB has offices in Toronto (Canada), Stavanger (Norway), Tampa (U.S.), Dublin (Ireland), and London (U.K.). The company's shares trade on both the Toronto Stock Exchange (TSX: ADY) and the OTC Bulletin Board (OTCBB: ADBY).

This news release may include comments that do not refer strictly to historical results or actions and may be deemed to be forward-looking within the meaning of the Safe Harbor provisions of the U.S. federal securities laws. These include, among others, statements about expectations of future revenues, cash flows, and cash requirements.

Forward-looking statements are subject to risks and uncertainties that may cause ADB's ("the Company") results to differ materially from expectations. These risks include the Company's ability to raise additional funding, develop its business-to-business sales and operations, develop appropriate strategic alliances and successful development and implementation of technology, acceptance of the Company's products and services, competitive factors, new products and technological changes, and other such risks as the Company may identify and discuss from time to time, including those risks disclosed in the Company's Form 20-F filed with the Securities and Exchange Commission. Accordingly, there is no certainty that the Company's plans will be achieved.

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Contacts:

At ADB Systems International Ltd.

Joe Racanelli, Director of Marketing

Tel: (905) 672-7467 ext. 273

Fax: (905) 672-9928

E-mail: jracanelli@adbsys.com

At GE Commercial Equipment Financing

Marcy McDougall

Tel: (203) 796-1055

E-mail: marcy.mcdougall@ge.com