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**For Immediate Release**

## **ADB'S JOINT VENTURE WITH GE – GE ASSET MANAGER – SIGNS CUSTOMER AGREEMENT WITH KRAFT FOODS**

Toronto, ON – February 18, 2004 – ADB Systems International Inc. (TSX: ADY; OTCBB: ADBY) announced today that its joint business venture, GE Asset Manager LLC, has signed a customer agreement to deploy asset management technology capabilities into Kraft Foods facilities across North America.

Kraft Foods will use the new web-based technology provided by GE Asset Manager(SM) to manage the efficient redeployment of assets in North America, arrange equipment appraisals and market used equipment online.

As part of the agreement, Kraft Foods will provide reviews and evaluation of GE Asset Manager's suite of product offerings, including GE Asset Buyer(SM), GE Asset Tracker(SM), GE Asset Appraisers(SM), and GE Asset Seller(SM).

GE Asset Manager LLC is a joint business venture between GE Commercial Equipment Financing, a unit of GE Commercial Finance, and ADB Systems International through its wholly owned subsidiary ADB Systems USA Inc.

### **About ADB Systems International Ltd.**

ADB Systems International delivers asset lifecycle management solutions that help organizations 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, healthcare, manufacturing and financial services. Current customers and partners include BP, GE Commercial Equipment Financing, Halliburton Energy Resources, HFK, the National Health Service (U.K), permanent TSB, Talisman Energy, and Vesta Insurance.

Through its wholly owned subsidiary, ADB Systems USA Inc., ADB owns a 50 percent interest in GE Asset Manager, a joint business venture launched with GE. 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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