



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'S JOINT VENTURE WITH GE – GE ASSET MANAGER –
DELIVERS NEW ASSET MANAGEMENT TECHNOLOGY**

Toronto, ON – March 16, 2004 – ADB Systems International (TSX: ADY; OTCBB: ADBY), a global provider of asset lifecycle management solutions, announced today that it has completed the development of a new technology solution, GE Asset TrackerSM. This tool helps organizations gain greater control of their equipment – what's currently in use, what idle equipment needs to be reallocated and what is going on or off lease. GE Asset Tracker is the cornerstone technology offering of GE Asset Manager LLC, ADB's joint venture with GE.

“Organizations from around the world are looking for more effective ways to improve the control of their capital equipment management processes and reduce operating expenses,” said Tom McDonald, director, GE Asset Manager. “GE Asset Manager will support these organizations by limiting investments in new technology and delivering capabilities that will allow them to get greater value from their assets.”

GE Asset Tracker is one of GE Asset Manager's four integrated modules: GE Asset BuyerSM, GE Asset Tracker, GE Asset AppraiserSM, and GE Asset SellerSM. Each module is delivered via the Internet allowing users to easily and cost effectively access and utilize asset information regardless of location. This full suite of technology provides Internet-based capabilities for sourcing of new equipment, tracking and reallocation of existing assets, automate appraisal management and the disposition of surplus equipment.

As announced previously, GE Asset Manager 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.

- more -

ADB joint venture delivers new technology/2

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, Forest Oil, GE Commercial Equipment Financing, Halliburton Energy Resources, HFK, 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 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.

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