



ADB Systems International Ltd.

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For Immediate Release

**ADB'S JOINT VENTURE WITH GE SIGNS NEW CUSTOMER
AGREEMENT**

Dow to use asset-tracking technology

Toronto, ON – July 28, 2004 – ADB Systems International (TSX: ADY; OTCBB: ADBY) announced today that its joint business venture, Asset Manager from GE, has signed a customer agreement with The Dow Chemical Company. Dow will use Asset Manager's web-based technology to better track, utilize, and reallocate its spare parts inventory.

Asset Manager from GE provides a full suite of asset management technology that allows organizations to source new assets, track and reallocate existing assets, automate appraisals, and sell surplus assets easily and efficiently on-line.

“Based on initial customer feedback, we believe Asset Manager's web-based solutions deliver a significant breakthrough for organizations that want to reduce operating costs and streamline their asset management activities,” said Jeff Lymburner, CEO of ADB Systems International Ltd.

Asset Manager's suite of offerings consists of four integrated modules: Asset Buyer, Asset Tracker, Asset Appraiser, and Asset Seller. Each module is delivered via the Internet, allowing users to cost effectively access and utilize asset information regardless of location.

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

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ADB's joint venture signs agreement with Dow/2

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 include BP, GE Commercial Equipment Financing, Halliburton Energy Resources, National Health Service, permanent TSB, Talisman Energy, and Vesta Insurance.

Through its wholly owned subsidiary, ADB Systems USA Inc., ADB owns a 50 percent interest in Asset Manager from GE, 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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