



FOR IMMEDIATE RELEASE

VTECH HOSPITALITY PARTNERS WITH EXCEL DISTRIBUTION AS STOCKING DISTRIBUTOR

Second such agreement covers Middle East

Hong Kong, 17 September 2014 – VTech Telecommunications Limited (VTech), a wholly owned subsidiary of VTech Holdings Limited (HKSE: [303](#)), and Dubai-based Excel Distribution FZC (Excel Distribution) today announced details of an exclusive distribution agreement for VTech’s growing range of hotel phone products. The agreement appoints Excel Distribution as the exclusive stocking distributor for VTech’s hospitality division in the Middle East region. The company will handle all VTech hotel phone orders in the region, and help VTech develop these markets by adding new resellers and key account clients.

“Having Excel Distribution as our exclusive stocking distributor in the Middle East marks another step forward in the expansion of our hospitality business,” said CH Tong, President of VTech Telecommunications Limited. “They were chosen because of their strong network in the hospitality market, backed by experience in distribution and knowledge of IT and telecom products. With their headquarters and warehouse in Dubai, Excel Distribution can ensure fast delivery of products, timely customer support and easier transactions for our hotel customers and resellers in the Middle East.”

“VTech’s hotel phone business has a growing global reputation and we are pleased to be partnering with them,” said Aliasgar Shabbir, Managing Director of Excel Distribution. “With more than 10 years’ experience in distribution, we are well placed to expand VTech’s sales in the Middle East, where growth in the hospitality industry is expected to be boosted by Expo 2020 Dubai.”

Excel Distribution is the second stocking distributor for VTech’s hospitality division and is exclusive in the Middle East region, covering the UAE, Bahrain, Kuwait, Qatar, Oman, Saudi Arabia, Libya, Iran, Afghanistan, Iraq, Syria, Lebanon, Jordan and Yemen.

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About VTech

VTech is the global leader in electronic learning products from infancy to preschool and the world's largest manufacturer of cordless phones. It also provides highly sought-after contract manufacturing services. Founded in 1976, VTech's mission is to design, manufacture and supply innovative and high quality products in a manner that minimises any impact on the environment, while creating sustainable value for its stakeholders and the community.

The VTech hospitality division has leveraged the Group's more than 20 years of experience and expertise in telephony to develop an award winning portfolio of innovative communications solutions for the hospitality market. Its broad selection of contemporary designs, classic styles, analog and SIP phones provide customised and reliable communications solutions for hotels, resorts and conference centres. Its continuous pursuit of innovation has allowed it to deliver key differentiators to the hospitality market, such as antibacterial plastic, battery back-up technology and Energy Star® qualified products. For more information, please visit www.vtechhotelphones.com.

About Excel Distribution

Excel Distribution is a Dubai-based company focused on the distribution of IT products and services in the Middle East. Its team has over 10 years of channel and distribution experience and provides a range of value-added services alongside the selective products in its portfolio.

VTech is in a strategic alliance with Excel Distribution for value-added distribution that covers major markets in the Middle East. Excel Distribution intends to promote VTech hotel phones and make them the leading choice for the hospitality industry in the region. For more information, please visit www.exceldistribution.co.

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