

FOR IMMEDIATE RELEASE

VTECH SIP PHONES INSTALLED IN CAESARS PALACE, LAS VEGAS

Major Milestone for Strategic Area of Focus

Hong Kong, 12 March 2012 – VTech Holdings Ltd (HKSE: 303) today announced that it has completed installation of SIP (Session Initiation Protocol) phones in the luxurious new Octavius Tower™ at the famed Caesars Palace® in Las Vegas. The installation marks a major milestone for VTech, the world's number one cordless phone manufacturer¹, in its expansion into the hospitality industry.

“We are proud to be partnering with Caesars Palace during its expansion of one of Las Vegas' most iconic hotels. Hospitality is one of our strategic areas of focus and we expect it will be one of our growth drivers,” said Allan Wong, Chairman and Group CEO of VTech Holdings Ltd. “Our strong R&D capability and economies of scale have always enabled us to introduce innovative, feature-rich products that are competitively priced. We are now leveraging this expertise to benefit our customers in the hospitality industry and their guests.”

More than 660 guestrooms in Octavius Tower have been installed with S2420 2-line SIP cordless phones in the bedrooms, and S2320 SIP TrimStyle phones with tethered handsets in the bathrooms. VTech is also installing analog models in other towers of Caesars Palace. The phones were installed on a Nortel CS1000 PBX system, one of the many systems with which VTech SIP phones are compatible.



¹ The Global Telecommunications Market Report 2011 Edition published by MZA Ltd

SIP is fast becoming the most sought after telephony platform for customers wanting the best solution. SIP allows users to receive and make phone calls using VoIP (voice over internet protocol) technology, adding to the convenience and luxury of the guest experience.

“In addition to Caesars Palace, VTech is shipping products to major hotel brands such as Hilton, Hyatt and Mandarin Oriental. Our products are now going to the US, Europe and Asia. With a worldwide sales team in place and channel partners in key countries, VTech is well-positioned to tap the full potential offered by the hospitality industry,” Mr. Wong said.

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About VTech

VTech is the world’s largest manufacturer of cordless telephones and a leading supplier of electronic learning products. It also provides highly sought-after contract manufacturing services. Founded in 1976, the Group’s mission is to be the most cost effective designer and manufacturer of innovative, high quality consumer electronics products and to distribute them to markets worldwide in the most efficient manner.

VTech Hospitality leverages the Group’s 20 years of experience and expertise in consumer telephony to develop innovative communication solutions customised specifically for hotels, resorts and conference centres. VTech delivers scalable phone systems that can be optimised for a variety of different business models, property configurations and hotel guest needs. For more information, please visit www.vtechhotelphones.com.

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