



**FOR IMMEDIATE RELEASE**

**VTECH HOSPITALITY APPOINTS PURPLE NETWORKS AS  
STOCKING DISTRIBUTOR**

*Exclusive agreement covers Europe and Africa*

**Hong Kong, 22 January 2014 – VTech Telecommunications Limited (VTech), a wholly owned subsidiary of VTech Holdings Limited (HKSE: [303](#)), and UK-based Purple Networks Limited (Purple Networks) today announced the signing of an agreement on the distribution of VTech’s hotel phone products. Under the agreement, Purple Networks is appointed as the exclusive stocking distributor for VTech’s hospitality division in Europe and Africa. The company will handle and fulfil all VTech hotel phone orders in those regions, and help VTech develop those markets by adding new resellers and key account clients.**

“We are very pleased to have Purple Networks as our exclusive stocking distributor in Europe and Africa,” said Dan Seale, President of VTech’s hospitality division. “The extensive experience of Purple Networks’ team can help VTech expand in the European and African markets and serve our customers there better. With its headquarters and warehouse in UK, Purple Networks can ensure fast delivery of products, timely customer support and easier transactions for our hotel customers and European resellers.”

“This is a very exciting strategic partnership that offers tremendous opportunities for both companies,” said Simon Alexander, Managing Director of Purple Networks. “VTech’s commitment to growing its hotel phone business, combined with our expertise and network in the hospitality industry, will bring great benefits to both parties and to VTech’s customers.”

VTech has rapidly established itself as one of the top three players in the hotel phone industry since entering the market in 2010. The Group has secured product approvals with major hotel chains worldwide, including Fairmont, Four Seasons, Hilton, Hyatt, InterContinental Hotels Group, Mandarin Oriental, Marriott, Peninsula and Shangri-La hotels. In Las Vegas, VTech has been particularly successful with various Caesar's hotel properties, The Cosmopolitan of Las Vegas and most recently, the Sands Corporation (The Venetian Las Vegas).

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### **About VTech**

VTech is the world's largest manufacturer of cordless telephones, and the largest supplier of electronic learning products from infancy to pre-school in the US and Western Europe. 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 electronic products and to distribute them to markets worldwide in the most efficient manner.

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<sup>®</sup> qualified products. For more information, please visit [www.vtechhotelphones.com](http://www.vtechhotelphones.com).

### **About Purple Networks**

Purple Networks was set up in 2013 to provide dedicated Sales, Distribution and After-Sales support services to the Hospitality Telecoms / Datacoms industry on a pan-European / African basis. Run by a team with over 70 years' combined market experience, its mission is to partner with world-class manufacturers that seek professional support services within its core territory. This includes engaging in business development strategies, sales and order processing and fulfilment from its warehousing facility in Ipswich, UK, as well as warranty and repair services. For more information, please visit [www.purplenetworks.co.uk](http://www.purplenetworks.co.uk).

For further information, please contact:

Grace Pang  
VTech Holdings Limited  
+852 2680-1000 (office)  
+852 2680-1788 (fax)  
[grace\\_pang@vtech.com](mailto:grace_pang@vtech.com) (email)

Simon Alexander  
Purple Networks Limited  
+44 (0) 1908-682180 (office)  
+44 (0) 1908-682189 (fax)  
[s.alexander@purplenetworks.co.uk](mailto:s.alexander@purplenetworks.co.uk) (email)