



Press Release

FOR IMMEDIATE RELEASE

Media Contact: Ginny Walker
GolinHarris
714-918-8231
walker@golinharris.com

VTECH HOSPITALITY SIP PHONES NOW CERTIFIED WITH PHYBRIDGE'S UNIQUE AND PATENTED UNIPHYER AND PHYADAPTER PRODUCTS TO PROVIDE THE HOSPITALITY INDUSTRY WITH AN EASY MIGRATION PATH TO SIP TELEPHONY

The VTech and Phybridge Alliance Focuses on Reducing Costs and Increasing Efficiencies as Hotels Consider Migration to SIP Telephony Platforms

BEAVERTON, Ore., June 26, 2012 – VTech Telecommunications Ltd., a wholly owned subsidiary of VTech Holdings Ltd. (HKSE: 303), today announced that their line of Session Initiation Protocol (SIP) Hospitality phones have been certified as compatible by Phybridge, for Phybridge's patented UniPhyer and PhyAdapter products, for a complete end-to-end communication solution for hotels and universities migrating to Voice over Internet Protocol (VoIP) technology.

VTech's SIP hotel phones are designed with the unique needs of the hospitality industry in mind. Contemporary styling complements a range of interiors, while innovative, user-friendly features and technologies accommodate a variety of business models and property needs. Products in the Contemporary SIP series include:

- 1-line/2-line corded phones, Petite phones, DECT 6.0 cordless phones and DECT accessory handsets and trimstyle phones.

VTech's rich history in manufacturing excellence, combined with a global sales and support team, provides customers with the highest degree of confidence in enhancing the guestroom communications experience. VTech hotel phones feature unique antibacterial plastics that help protect hotel guests and staff from germs.

Phybridge's technology is unique to the hospitality industry and helps hotels migrate from analog phones to SIP phones without incurring additional expense to upgrade their cable infrastructure. VTech's phones operate seamlessly with Phybridge's patented equipment, providing hotels with reliable, feature-rich and attractive SIP guestroom phones that are easy to install and maintain. This offering provides a solution for many of the unique communication needs in the hospitality market.

"The VTech-Phybridge strategic alliance represents the next phase in the evolution of our hospitality strategy," said Dan Seale, president of VTech's Hospitality Division. "By incorporating Phybridge technology with VTech hotel phones for an all-in-one offering, the clear winners are global hotel chains who need cost-effective solutions to convert properties from analog to SIP technology."

-more-

“Working with an industry leader with the scale of VTech broadens our market potential and delivers a complete solution that integrates easily with our technology,” said John Croce, CEO of Phybridge. “As more hotels migrate to SIP, it makes sense to look for an integrated solution that will save money, resources and installation time. Our patented technology allows us to deliver power and Ethernet with a range of 1,200 feet, over a single twisted pair of telephony cable.”

The alliance enables both companies to expand their reach into the hospitality and campus markets. The alliance leverages each company’s strengths in technology, manufacturing and industry know how to provide an efficient means for hospitality and campus customers to migrate to a communications system that touts a lower cost of ownership and increased resource efficiencies, while delivering enhanced aesthetics within the guestroom and campus environments.

VTech will showcase its latest hotel phone technology at HITEC, the world’s largest hospitality technology show, June 25-28, in Baltimore, Maryland (Booth #2425).

For full product information on VTech’s line of hotel phones, visit www.vtechhotelphones.com.

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 electronic 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 customized specifically for hotels, resorts and conference centers. VTech delivers scalable phone systems that can be optimized for a variety of different business models, property configurations and hotel guest needs. For more information, please visit www.vtechhotelphones.com.

About Phybridge

Phybridge’s mission is to bring practical innovations to market that provide customers and partners an easier way to deploy and manage their VoIP installs resulting in reduced total cost of ownership and enhanced return on investment. The Phybridge switches are the only networking switches globally delivering Ethernet and PoE over a single pair with reach of 1,200 feet. Customers are migrating to IP telephony quickly and easily leveraging the existing voice infrastructure to create an optimized converged network. Old Phone Today, IP Phone Tomorrow, Guaranteed QoS. www.phybridge.com

###