

FOR IMMEDIATE RELEASE

VTech Launches New Corporate Identity System

-- Part of VTech's 2002 Strategy To Strengthen Marketing --

Hong Kong, January 9, 2002 – VTech Holdings Limited (SEHK: 303; London SE: VTH; ADR: VTKHY) today announced the launch of a new corporate identity system. The new look of VTech will first be unveiled at the Consumer Electronics Show (CES) in Las Vegas, Nevada on January 8, 2002 (US time). Telecommunication and electronic learning products carrying VTech's new identity will be visible to the general public in mid-2002.

"Launching a new corporate identity system is a fundamental component of the new direction that we are taking our company," said Allan Wong, Chairman and CEO of VTech Holdings Ltd. "This initiative goes far beyond a new wordmark and a new look of our brand. We are sending a clear message that we are transforming VTech into a more marketing-oriented corporation that is supported by our core competencies in product innovation and cost-effective manufacturing. In 2002, this strategy will be introduced through not only a new visual identity, but a new branding strategy supported by product innovations such as the introduction of the ground-breaking 5.8GHz cordless phone platform announced at CES."

Landor Associates, a global branding consultancy, was appointed by VTech to develop the new branding strategy, identity and overall brand expression to convey the new direction of the company. "Our challenge was to effectively integrate the heritage and positive equities of the VTech organization with its new, forward-thinking business strategy to communicate a more contemporary consumer focused electronics corporation," said Eric Cheung, Design Director, Landor Associates.

The newly designed VTech wordmark and visual identity system are the result of more than a year's effort by VTech and Landor to bring to life the company's core values: innovation, quality, value, reliability, practicality and style. The new VTech wordmark builds upon the company's original design treatment of the "V" standing for Vision and "Tech" abbreviating Technology to express the inherent values of the VTech brand, where VTech provides the innovative consumer electronics tools that perform beyond expectation to enhance people's lives. Brand Driver™ driving the new corporate identity system – *Innovation Beyond Technology* – symbolizes VTech's commitment to transform technology beyond mere updates into genuine breakthroughs.

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With sales over US\$1.3 billion in FY2001, VTech's high frequency cordless phones enjoy dominant market share in the US while the VTech brand electronic learning products represent a prominent label in all major markets.

"Our new corporate identity system reflects the 25-year evolution of VTech," Allan Wong said. "Just as people grow from children to adults, VTech is maturing, evolving and staying in step with our customers. Whether enjoying telecommunication or electronic learning products, our customers are confident that VTech will deliver products that are affordable, creative and practical – and constantly perform beyond their expectations."

Editor's Note:

To download the new VTech wordmark, please go to the "New Identity" section at our website, www.vtech.com.

About VTech:

VTech is a leading consumer-focused technology company. It designs, manufactures, markets and sells telecommunication and electronic learning products through its extensive international distribution network. Backed by its excellence in technology manufacturing, the group also engages in contract manufacturing services. With turnover over US\$1.3 billion in FY2001, VTech currently has operations in 13 countries. The group invested over US\$66 million in research and development in FY2001 and launches more than 80 innovative and high quality products each year.

About Landor:

Landor Associates is one of the world's leading brand consulting firms with more than 20 offices worldwide, including Hong Kong, Singapore, Tokyo and Sydney in the Asia-Pacific region. Founded in 1941, Landor pioneered many of the research, design and consulting methodologies that are now standard in the global branding industry. The company takes a holistic approach to brand creation and management using strategic insight, research, design, naming and packaging, as well as environmental and digital branding to help companies build and manage Breakaway Brands™ and communicate with their audiences more effectively. For more information, please visit www.landor.com.

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This release is issued by VTech Holdings Ltd through Golin/Harris Forrest.

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