



Press Release

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**VTECH® UNVEILS 2012 PRODUCT LINE FEATURING UNIQUE DESIGN STYLES
AND EASY-TO-USE CONNECT TO CELL™ SYSTEMS**

*2012 Cordless Phone Systems Push the Envelope in Home Communication with a Chic Retro Design,
Vibrant Colors, Cell Phone Connectivity and Built-In Cordless Headsets*

BEAVERTON, Ore., April 17, 2012 – VTech® Communications, Inc., a wholly owned subsidiary of VTech Holdings Ltd. (HKSE: 303) and the largest U.S. cordless phone manufacturer, today announced availability of its 2012 phone line, which delivers a combination of stylish new designs, along with functional features that extend the value of landline home phones – all at great prices. To celebrate its 35th anniversary in 2012, VTech is offering an additional one-year warranty on all DECT phones purchased and registered in 2012, marking the company's leadership in high-quality consumer electronics products for more than three decades.

Since VTech began production of its electronic products, consumers have come to depend on the company's industry-leading innovation, and VTech's new phone models continue to offer consumers a wide array of options to fit their home communication needs and individual styles -- from the design-savvy urban dweller to the multitasking mom and home office worker.

- For the **design-conscious**, VTech's LS6195 and CS6519 models feature unique styling and a splash of color to satisfy consumers personal design tastes.
- For **active mobile users** who need better call reliability at home, VTech's DS6521-2 [Connect to Cell™](#) phone system is easier than ever to pair with mobile phones, using a new one-button setup feature.
- **Working professionals and hectic households** will appreciate peace of mind with the corded and cordless options of VTech's CS6649.
- For **busy families and home office workers** who need an extra hand, VTech's LS6475-3 comes with a cordless headset built into the base, enabling users to be on a call while accomplishing other tasks.

"Cordless phones have emerged as more than a convenient technology these days—for many consumers they're an essential accessory to the style of their everyday lives," says Stacy DeBroff, CEO of MomCentral.com. "VTech's chic designs and colorful aesthetic options map directly to consumers' wants, while forward-thinking features such as Connect to Cell and cordless headsets satisfy their everyday functional needs."

Where Style Meets Functionality ... without Breaking the Bank

VTech introduces the LS6195 (MSRP: \$59.95), a perfect solution for design-conscious consumers looking to add panache to their home decor. Going back to the future, this device makes a vintage style popular again with a contemporary retro design and hints of classic phone styling. With a cordless handset that rests atop a sleek high gloss black base, this phone is unlike any other design in the home phone industry.

Though the sleek design is reminiscent of phones from decades past, the technology is far from “old fashioned” as this model incorporates VTech’s advanced [DECT 6.0](#) digital technology, providing the best sound quality, security and range in cordless phones. The LS6195 turns a piece of everyday technology into a work of art that adds flair to any home.

In addition, consumers can add a splash of color to home décor with the VTech CS6519 phone (MSRP: \$19.95). Available in metallic silver, red or blue, this phone also has a high gloss black finish and sleek design that is sure to complement any room – from the kitchen to kids’ rooms to the home office. These colorful options are especially great for kids and teens ready for their own phone, and the silent mode ringer control is an added plus for their rooms. In addition, a ringer control setting allows users to program ringers on silent at specific times of the day, preventing pesky interruptions at nighttime, dinner or any other cherished moments at home.

Both of these fashionable phones feature VTech’s new Eco Mode power conserving technology, which reduces the overall radio frequency power while the phone is charging and automatically adjusts power requirements according to the phone’s distance from the base unit when in use.

“Consumers want phones to fit their lifestyle as well as their personal design tastes,” said Matt Ramage, senior vice president, product management, VTech Communications, Inc. “For 2012, we’ve created a line of phones that offers something for everyone, ranging from busy families, who need to stay connected, to sophisticated working professionals and on-the-go young adults at home. These phones meet the communication and design needs of consumers at a great value.”

Easy-to-Use, Affordable Mobile Phone Convergence

Priced competitively for 2012, VTech combines one of its most compelling features, Connect to Cell, with convenient virtual two-line functionality. The DS6521-2 (MSRP: \$59.95) enables the home phone system to answer landline and cell phone calls using BLUETOOTH wireless technology, delivering better sound quality and fewer dropped calls when mobile users are at home. An ideal choice for people who rely on their mobile phones but want better communication at home, VTech’s new one-button pairing feature makes setup a cinch for first-time users. Even consumers without landline phone service can use the system to improve their cellular calls and make outbound calls using cellular minutes while at home, with the convenience and comfort of a cordless handset.

The perfect phone system to complement any fast-paced, mobile life, the DS6521-2 system can register up to two BLUETOOTH wireless technology-enabled cell phones and offers the ability to [expand](#) up to five handsets (DS6501, MSRP: \$19.95). This phone also features a digital answering system, Eco Mode operation, access to a 200- name cell phone directory and silent ringer options.

Freedom and Confidence with Cordless and Corded Options

A great option for the home or small office, the CS6649 (MSRP: \$49.95) comes with both a corded and cordless handset. Eliminating the frantic search to find the ringing cordless handset, this phone affords users the confidence of never worrying about handset battery levels and always knowing the location of their phone. The corded handset can also be used during a power outage. Both the cordless handset and corded base offer speakerphones at the touch of a button, making hands-free conversations a breeze.

Working professionals will love the option to add up to four cordless handsets (CS6609, MSRP: \$14.95), enabling conferencing between an outside line and up to two other handsets in the system. Busy families will enjoy the luxury of intercom between the handset and base unit. This phone comes with a digital answering system that holds up to 14 minutes of recording time and offers message retrieval from the handset. With other useful features such as dual caller ID and call waiting, Eco Mode, a 50-name and number phonebook directory, caller ID history and silent mode ringer control, this phone is a fit for many households.

An Extra Hand Around the House or Home Office

For consumers that need to get more done while talking on the phone, VTech offers the LS6475-3 (MSRP: \$99.95). This phone system comes with a comfortable cordless headset (IS6100) mounted on the base station, allowing consumers to easily answer the phone while handling other important tasks.

This hands-free calling experience is ideal for busy households with hectic schedules or working professionals in need of a home office solution that enables mobility around the house. In addition to the headset, the system includes two cordless handsets with speakerphones to provide users with a variety of call options. Other features of the LS6475-3 include [HD Audio](#) with equalizer for four different audio profiles, [Voice Announce](#)® caller ID and push-to-talk for walkie-talkie functionality within the house.

These devices are highlights from VTech's complete line of home telephone products. To find the best phone to fit any household or home office needs, please visit VTech's [best sellers](#) and [latest deals](#) at www.vtechphones.com. Also, find VTech phones on [Facebook](#) and on [Twitter](#).

Additional 2012 VTech product highlights and retail availability are as follows:

LS6195

- DECT 6.0 digital technology, which provides the best sound quality, security and range in cordless phones
- Contemporary retro design
- Dial-in base speakerphone
- Handset speakerphone
- Backlit keypad and display
- 50-Name and number phonebook directory
- Eco Mode power technology
- Silent Mode ringer control
- Digital Answering System: ITAD accessible from handset, 14 minutes record time
- **Available at:** www.vtechphones.com and Target
- **MSRP:** \$59.95

CS6519

- Metallic silver finishing with high gloss black, also available in red or blue
- Handset speakerphone
- Backlit LCD and keypad
- 50-name and number phonebook directory
- Expandable to 5 handsets (uses CS6509) with intercom, transfer, and conference functionalities between handsets
- Eco Mode power technology
- Silent Mode ringer control
- Wall-mountable
- **Available at:** www.vtechphones.com and Target
- **MSRP:** \$19.95
- Also available: CS6519-2 (MSRP: \$34.95)

DS6521-2

- Two-handset system equipped with DECT 6.0 digital technology for the best sound quality, security and range in cordless phones
- Connect to Cell connects up to two BLUETOOTH wireless technology-enabled devices
- Download cellular directory – up to 200 entries
- Expandable to 5 handsets (uses DS6501)
- Handset speakerphone
- Eco Mode power technology
- Silent Mode ringer control

- Digital Answering System: ITAD accessible from handset, 14 minutes record time and large backlit 7-segment message counter
- **Available at:** www.vtechphones.com and at major retail stores such as Target, Staples, Radio Shack, Kmart, Best Buy and others.
- **MSRP:** \$59.95

CS6649

- Corded and cordless handsets provide convenient options
- Handset and Base speakerphones
- Conference between an outside line and up to 2 cordless handsets
- Table- and wall-mountable
- Expandable system up to 5 handsets (uses CS6609 accessory handset)
- ECO Mode power-conserving technology
- 50 name and number phonebook directory and Caller ID history
- Intercom between handset and base unit
- Digital answering system with up to 14 minutes of digital recording time
- **Available at:** www.vtechphones.com and at major retail stores such as Walmart and others.
- **MSRP:** \$49.95

LS6475-3

- Includes IS6100 cordless headset charged at the base for added freedom to have private, hands-free conversations
- DECT 6.0 digital technology for the best sound quality, security and range in cordless phones
- Voice Announce Caller ID – broadcasts name or number of caller
- HD audio – choose equalizer with four audio profiles to match users' hearing needs for superior sound quality
- Push-to-talk functionality between handsets
- Thin curved handset with low profile piano keypad
- High-gloss black with metallic silver finishing
- Wall-mountable
- Handset speakerphone for “hands-free” conversations
- Expandable with up to 12 handsets and two headsets with only one phone jack – uses LS6405 accessory handsets and IS6100 cordless headsets
- Digital Answering System: ITAD accessible from handset, 14 minutes record time and large backlit 7-segment message counter
- **Available at:** www.vtechphones.com and at major retail stores such as Staples, Best Buy and others.
- **MSRP:** \$99.95

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.

For further information on VTech and its array of products, please visit www.vtechphones.com.

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Use of Caller ID/Call Waiting features requires a subscription to Caller ID/Call Waiting services available through your local telephone company.