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AZUCENA CIERCO SHARES HER FONDEST HOLIDAY MEMORIES

Enter for a Chance to Win a VTech Phone During the Holidays

BEAVERTON, Ore., November 30, 2010 – National television correspondent and mother, Azucena Cierco, knows how it feels to be separated from her family during the holidays and has partnered with VTech® Communications, a wholly owned subsidiary of VTech Holdings Ltd. (HKSE: 303; ADR: VTKHY) and the largest U.S. cordless phone manufacturer, to help Latina moms stay in touch with their families through a series of Twitter® giveaways. As a recent survey confirms, the holidays are an important time for Latino families to gather together, share stories and pass on traditions within the generations. However, for many families separated from their loved ones, sharing and keeping traditions can prove more difficult.

“Although my parents live with me in the United States, my sisters, grandmother and aunts still live in Mexico. Getting together every year becomes difficult especially during the holidays,” says Cierco. “I try to connect with them as much as possible during the year, but the holidays are when I miss them and their stories the most.”

Independent research group Toluna/Greenfield Online recently conducted a VTech-sponsored survey of Latina moms and found that staying in touch with family is a main priority during the holidays. The survey of 300 Latina moms is a part of VTech’s “Stay Grounded” campaign that highlights the importance of one-to-one communication, particularly through storytelling and handing down cultural traditions this holiday season. Other top reasons for staying connected with family during the holidays are as follows:

- Latina moms (28 percent) call their families that live away because they miss them; they also call them to share details of holiday celebrations because they cannot be together during the holidays (22 percent).
- Seventy-seven percent of Latina moms tend to share their family traditions with their young ones, as well as stories about when they were young.
- Out of all of their family members, a majority say that they are most likely to call their mothers to reminisce about their family stories during the Christmas season.
- Over half of the Latina moms (62 percent) use that same opportunity to get updates about their families living in or outside the United States.

“It’s important for all of us to stay connected to our family members throughout the year, especially during the holidays when we celebrate family connections,” said Tom Bacon, vice president of marketing for VTech. “At VTech, we offer a full line of reliable telephone systems that can make it easier and more convenient to have these meaningful conversations.”

From December 1 until December 24, Cierco will help her fans stay connected to their family members this holiday season with weekly VTech phone giveaways of the LS6325-4 model through her Twitter page.

Follow Azucena Cierco on her Twitter (@AZUCENACIERCO) to be one of the 10 lucky winners to win this chic phone that comes equipped with a digital answer system and caller ID, provides interference-free conversations and protects from identity theft with digital security. Additionally, follow Azucena Cierco, while she shares her holiday stories and her experience with VTech phones on Facebook® ([Azucena Cierco](#)).

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

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