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'TIS THE SEASON FOR RECONNECTING WITH A PHONE CALL

According to survey, nearly half of consumers ranked a phone call as the best present a distant friend or family member could give them for the holidays

BEAVERTON, Ore., November 8, 2011 – In a new survey¹ conducted by independent market research firm Toluna on behalf of leading U.S. cordless phone manufacturer, VTech® Communications, a wholly owned subsidiary of VTech Holdings Ltd. (HKSE: 303), 45 percent of respondents said a phone call to catch up is the best present a distant friend or family member could give them during the holiday season. In fact, a phone call outpaced gifts under the tree, holiday cards and emails.

For people over 55, the gift of a phone call was especially desired with nearly 60 percent citing it as their number one choice over other forms of holiday communication. The majority of respondents also ranked a phone call as the top choice, when considering the best way to stay connected with friends and family during the busiest time of the year. Additionally, calling family and friends more often was at the top of their wish list of things to do during the holiday season (28 percent).

Other key findings of the survey, which took a pulse on holiday season attitudes and behaviors, include:

- **Shoppers are still feeling the effects of the economy**, with nearly half (40 percent) of respondents ranking having “more money to give presents” as their top wish during the holiday season. In addition, 47 percent of consumers said not having enough money is the most stressful thing to worry about during the holidays.
- **A special moment with family and friends is all consumers want for the holidays.** The holidays are known for great food and special traditions, so it's no surprise that consumers embrace the season for its togetherness. Survey respondents ranked a holiday meal (24 percent) as the No. 1 thing not to miss during the holidays, followed by a special family tradition (22 percent). The holiday spirit rings strongly, as the overwhelming majority of consumers don't want to miss out on any seasonal festivities with only 13 percent of consumers saying “bah humbug” to holiday cheer.
- **Who is on the “do not call” list during the holidays?** Not everyone's calls are welcome this holiday season - particularly those from co-workers, which are on top of the “phone calls to avoid” list (36 percent), followed by neighbors (21 percent) and friends (10 percent).

“A simple phone call is a powerful way to connect with loved ones during the holidays,” said Matt Ramage, senior vice president, product management, VTech Communications. “The consumer data shows us that in today’s frenetic world, sitting down with a reliable home phone to have a good conversation with a distant relative or friend is still a simple desire people want and need in their lives – especially during the busiest time of the year.”

Phones for the Holidays and Beyond

To connect consumers during the holidays and year-round, VTech’s latest DECT 6.0 cordless phone systems offer superior call quality, range and reception for the conversations that matter most. VTech offers a variety of phone systems for under \$100.

For people who rely primarily on mobile phones but experience problems with spotty reception at home or have trouble hearing their cell phones from another room, **VTech’s [DS6421-3 \(MSRP: \\$99.95\) Connect to Cell™ phone system](#)** is a great solution. This all-in-one phone system allows users to make and receive cellular and landline calls, while enjoying the high-definition audio sound clarity, comfort and ease of a VTech cordless home phone.

With the majority of consumers (82 percent) and nearly all parents (92 percent) saying a device that would help them multi-task and get more done is very/somewhat important, the **VTech [LS6475-3 \(MSRP: \\$99.95\) phone system with a built-in cordless headset](#)** is sure to top their wish list. The system comes with both a regular handset *plus* a comfortable cordless headset, so consumers can keep talking – hands-free – while cooking holiday meals, wrapping presents or managing other household tasks.

Moms who responded to the survey know what they would do with an extra set of hands during the holidays: spend more time with family/friends (48 percent), clean the house quicker (47 percent), bake more (42 percent) and decorate the house more (35 percent).

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

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1. Toluna, Inc. fielded the study on behalf of VTech from October 18-20, 2011 via its online omnibus service, interviewing a nationwide sample of 1,000 adults aged 18 years and older. Data were weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. Data for questions related to online use or behaviors were weighted specifically to the respective “online” populations. No estimates of theoretical sampling error can be calculated; a full methodology is available.