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Miscellaneous

* Asterisks denote mandatory information


Name of Announcer *	VALUETRONICS HOLDINGS LIMITED
Company Registration No.	38813
Announcement submitted on behalf of	VALUETRONICS HOLDINGS LIMITED
Announcement is submitted with respect to *	VALUETRONICS HOLDINGS LIMITED
Announcement is submitted by *	Tse Chong Hing
Designation *	Chairman & Managing Director
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>> Announcement Details

The details of the announcement start here ...

Announcement Title * MEDIA RELEASE - VALUETRONICS ACQUIRES LICENSE TO USE WHIRLPOOL AND AMANA BRANDS FOR PORTABLE ELECTRIC FANS AND PORTABLE HEATERS IN THE NORTH AMERICAN MARKET

Description PLEASE SEE ATTACHED

Attachments
 [Valuetronics_MR_2nd_Licensing_Arrangement.pdf](#)
 Total size = **170K**
 (2048K size limit recommended)

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Media Release - For Immediate Release

VALUETRONICS ACQUIRES LICENSE TO USE WHIRLPOOL AND AMANA BRANDS FOR PORTABLE ELECTRIC FANS AND PORTABLE HEATERS IN THE NORTH AMERICAN MARKET

Singapore, 11 October 2010 - Mainboard listed Valuetronics Holdings Limited (“Valuetronics”, “鸿通电子控股有限公司” or collectively with its subsidiaries, the “Group”), a premier design and manufacturing partner for the world’s leading brands in the consumer, commercial and industrial electronics sectors, wishes to announce that its wholly-owned subsidiaries Honor Tone Limited (“HTL”) and Master Brands HK Limited (“MBHK”), have entered into an exclusive licensing arrangement with Whirlpool Properties, Inc., (“WPI”) for rights to the “Whirlpool” and “Amana” brands for the home environment products, for portable electric fans and portable heaters for the North American market (the “Licensing Arrangement”).

The Licensing Arrangement allows the Group to use the “Whirlpool” and “Amana” brands for portable electric fans and the “Whirlpool” brand for portable heaters and covers a period of more than five years, starting from September 2010 to 31 December 2015.

Mr Ricky Tse Chong Hing, Chairman and Managing Director of Valuetronics commented: *“This new Licensing Arrangement is another element of our strategic plan to progressively build the Licensing Business as the second growth-engine for Valuetronics and also demonstrates the confidence that WPI has in Valuetronics’ plan to offer a range*

of home environment products in North America. This is in addition to the portable air purifiers authorized in the first licensing arrangement with WPI which we announced on 25 March 2010.”

- End -

**Issued for and on behalf of Valuetronics Holdings Limited
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About Valuetronics Holdings Limited

Valuetronics is a premier design and manufacturing partner for the world’s leading brands. The Group’s customer base covers the industrial and commercial electronics, telecommunications, medical equipment and consumer electronics industries, which span across a wide geographical region that covers America, Europe and the Asia Pacific. The Group’s customers include OEMs and ODMs as well as international brand owners such as “Dymo”, “TransACT”, “Graco”, “Hemisphere”, “HID”, “KitchenAid”, and “Philips”. Leveraging on its product design and development capabilities, Valuetronics has also moved into brand management with the exclusive license to use the “Whirlpool”, “Maytag” and “Amana” brands for a range of home environment products in the North American market. Headquartered in Hong Kong, the Group’s main manufacturing facility is located in Dong Er Road, Western District of Science and Technology Park, Daya Bay Economy and Technology Development District, Huizhou City, Guangdong Province, PRC.