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**Media Release - For Immediate Release**

## **VALUETRONICS BOOSTS ITS BRAND LICENSING BUSINESS WITH KEY PERSONNEL HIRES**

**Singapore, 9 September 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, manufacturing and licensing partner for the world’s leading brands in the consumer, commercial and industrial electronics sectors, plans to further boost its Licensing Business with the hiring of key personnel.

The Group holds the exclusive license to design, manufacture and sell portable air purifier appliances using the Whirlpool, Maytag and Amana brand names, for the North American market. Since obtaining the license in March 2010, sales of portable air purifier have started registering in the first quarter of the financial year ending 31 March 2011 (“FY2011”) and contributed HK\$4 million in revenue. The Licensing Business under the Group’s flagship subsidiary, Master Brands HK Limited, is expected to make marginal revenue and profit contributions in FY2011, with new models of portable air purifiers scheduled for launch in third and fourth quarter of FY2011.

Recently, the Group has also set up its first US subsidiary, Brands Values Corporation, which will contribute further to the Licensing Business with its team of technology development specialists and sales professionals in the United States.

### Appointment of General Manager for Master Brands HK Limited

Ms Michelle Lim was appointed General Manager for Master Brands HK Limited on 19 July 2010 and she oversees the Licensing Business. Ms Lim has more than 15 years of experience in the merchandising field, working on new product developments and supplier management. Before joining the Group, Ms Lim was the Sourcing Director for Personal Care & Comfort at Jarden Consumer Solutions looking after Home Environment / Personal Comfort & Wellness products. Prior to that, she was Merchandising Director at The Holmes Group (FE) Ltd, leading both the Sourcing and Production Planning Control teams, Merchandising Manager at Sears Buying Services Inc (HK) and was involved in sales and marketing roles at other companies.

*“Michelle will look after the entire Licensing Business and will be helping us to engage existing and potential suppliers of components and products to support our product development efforts, so that we can roll out future products for Licensing Business quickly.”* said Mr Ricky Tse Chong Hing ( “谢创兴” ), Chairman and Managing Director of Valuetronics.

### Appointment of Chief Technology Officer for Licensing Business

Mr Walter G Birdsell was appointed as Chief Technology Officer (“CTO”) of the Licensing Business on 1 August 2010 and he will lead the team at Brands Values Corporation. Mr Birdsell is 14 year veteran from Kaz Incorporated / Honeywell Consumer Products, where he held appointments such Senior Director Government & Legal Affairs, Director of Engineering and Engineering Manager, looking after Retail Medical & Home Environment Appliances. Prior to that, he was involved in design and engineering roles at Black & Decker, Executone Information Systems, Bunker Ramo-Allied Signal and Locknetics Corporation.

*“With Walt as CTO, we will be able to boost the technology and product development capabilities of our Licensing Business. Walt’s own expertise, experience and knowledge of the American market, combined with our design and development division in China,*

*will enable us to broaden our Licensing Business in North America to encompass new home comfort products.*, added Mr Tse.

Mr Birdsell has 26 years of experience in manufacturing with hands on product development knowledge in the design, engineering, and testing of consumer products. He holds 70 Design and Utility Patents on three Continents with eight more patent applications pending.

In addition, Mr Birdsell has seven years of experience on complex liability cases for heaters, humidifiers, fans, air cleaners and heating pads and is a voting member on Underwriters Laboratory's (UL) Standard Technical Panel for Heating Pads, Heaters, Air Cleaners, Humidifiers, Fans and Outdoor Electrocuting Devices. He also collaborated on standards development through the American Home Appliance Industry (AHAM), Canadian Appliance Manufacturers Association (CAMA), International Electro-technical Commission (IEC), National Fire Protection Association (NFPA), American National Standards Institute (ANSI) and the National Electric Code (NEC).

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

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***About Valuetronics Holdings Limited ([www.valuetronics.com.hk](http://www.valuetronics.com.hk))***

*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, 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 portable air purifiers 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.*