

HIDEKI

PRESS RELEASE

Honeywell

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Hideki Unveils New Honeywell Branded Products at World's Largest Home Show

- Product Demonstration at Booth L12435 -

Chicago, IL - (March 12, 2006) - Hideki Electronics, Inc. will reveal its new line of Honeywell branded weather products at The 2006 International Home & Housewares Show, to be held March 12-14 at Chicago's McCormick Place

As an exhibitor in **Booth #L12435** of the "Wired and Well" section of the McCormick Place convention facility, Hideki has secured an ideal location at the world's largest home show to demonstrate the sophisticated features of its complete line of Honeywell branded products, including the highly anticipated new Complete Home Weather Station (Model TE923)

Jim Boyle, president of Hideki Electronics, said, "We are extremely excited to introduce our new Honeywell branded products at the Housewares Show. The new Honeywell Complete Home Weather Station monitors every practical environmental condition so that all members of the household can make informed choices about activities, comfort, and safety."

When it hits the market this April, the new Honeywell Complete Home Weather Station (MSRP \$299.99) will be the world's most feature-rich home weather station offered to the general public. While the product offers infra-red remote control capability, atomic time, and up to eight wireless indoor and outdoor sensors that have a range of 300 feet, the ultraviolet intensity sensor is possibly the most compelling new development in home weather condition monitoring.

According to Boyle, adding a UV index sensor was a top priority to Hideki. "The risks associated with UV rays are a major health concern. It is a matter that we took very seriously. We want everyone to know that 'we've got your back' - protected," Boyle continued "The new UV index sensor is one of the many differentiated features that relay useful information for daily living."

According to the National Center for Disease Control, over one million cases of skin cancer are diagnosed annually in the United States alone¹. The new Honeywell weather station provides information to consumers to help them be proactive in personal cancer prevention. The American Cancer Society says that the vast majority of skin cancers are due to unprotected ultraviolet radiation (UV) exposure. Most of this radiation comes from sunlight.... The amount of UV exposure depends on the strength of the light, the length of exposure, and whether the skin is protected.²

When centrally located in the home, the large high-resolution backlit LCD screen of the Honeywell Home Weather Station provides an easy-to read display of all weather conditions in addition to many other informative readings. The product stores over 200 weather records taken from its multiple sensors which can be uploaded to any PC for charting using a USB cable (included). In addition, the product is equipped with atomic radio reception to automatically adjust the exact time, multiple wake up and ice warning alarms, snooze function, and choices of clock and calendar templates. The moon phase along with sunrise and sunset times are also constantly displayed. All of the information collected by the Honeywell weather station is presented in a choice of six different languages (English, German, French, Italian, Spanish, and Dutch) and icons indicate conditions such as Sunny, Partly Cloudy, Cloudy, Slight Rain, Heavy Rain, Snow and Unstable Weather.

¹ National Center for Chronic Disease Prevention and Health Promotion, Cancer Prevention and Control, www.cdc.gov

² American Cancer Society, Inc.

http://www.cancer.org/docroot/PED/content/ped_7_1_What_You_Should_Know_About_Ultraviolet_Exposure.asp?sitearea=PED

Other sensors of the Honeywell Weather Station transmit indoor and outdoor temperature, wind speed and direction, rain fall amounts, humidity levels, and atmospheric pressure trends. The thermo-hygrometers, UV, anemometer (wind), and rain collector each has a range over 300 feet to wirelessly transmit sensitive environmental data to the main unit.

A maximum of five separate channels of temperature and humidity readings can be monitored too. "Temperature can be monitored upstairs and downstairs, inside and/or outside, in a baby nursery, wine cellar, in-law apartment, attic, garage... anywhere," Boyle added.

The Honeywell Complete Weather Station can also be personalized for individual weather preferences and guides. Comfort level indicators are input to personal specifications and are constantly analyzed for current environmental conditions and weather standards. There are alerts for humidity levels, freezing, ice, wet and dry conditions, and optimal circumstances. A daily rainfall or wind alarm can sound if rainfall exceeds a pre-specified amount or wind speed rises above safety levels. Each of the features also keeps an internal memory of daily, weekly, and monthly readings for quick comparisons that allow accurate reporting of any extreme activity.

ABOUT INTERNATIONAL HOME & HOUSEWARES SHOW:

The 2006 International Home & Housewares Show features more than 2,000 exhibitors from around the world, including more than 450 new companies, showcasing products for every room inside the home and out, including gourmet specialty foods and outdoor living products. Each year the Show attracts: 60,000 professional attendee, nearly 14,000 U.S. buyers, and 6,000 international buyers from 100 different countries. The Show is categorized into four "show-within-a-show" expos: Dine & Design, Clean, Contain & Outdoor Domain, Wired & Well, and Global Crossroads. For more information, visit www.housewares.org or www.mccormickplace.com

ABOUT HIDEKI ELECTRONICS:

Hideki Electronics was established in 1989, as a division of the publicly listed parent company, K&P International Holding Ltd. The company is a manufacturer and marketer of some of the world's finest products, including Hideki branded analog and digital radio controlled clocks, home weather stations, calculators, plastic products, Honeywell weather stations, timers, stopwatches, electrical outlet timers, wall clocks, projection clocks, tabletop clocks and travel clocks, and other OEM products including car accessories, and telephone casings, among other molded housings. Hideki operates offices in the U.S., Europe, Hong Kong, and China. The Hideki 10,000 square-meter factory based in China employs nearly 2,000 people and the Hong Kong office contains the company's research and development, engineering, tooling shop, product design, product development, packaging, and graphic design. For further information about the company, please see the company website at www.hidekielectronics.us. For product sales, please visit www.honeywellweatherstations.com and www.digiviewtime.com. The toll-free number for customer service product support is 1-866-443-3543.

For further information, visit www.walshpr.com.

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