

FOR IMMEDIATE RELEASE

Media Contact: Greg Walsh, Walsh Public Relations
303 Linwood Avenue, Fairfield, CT 06824
T: (203) 292-6280; E-Mail: greg@walshpr.com
<http://www.walshpr.com/Hideki.html>

HIDEKI OPENS N.A. OFFICE

Tualatin, OR - (November 22, 2004) - Consumer electronics company, Hideki Electronics, Inc., today announced the opening of its first North American-based office.

Hideki, founded in 1989 as the consumer electronics product division of the publicly listed parent company, K&P International Holding Ltd., will operate its American headquarters in the heart of the concentration of corporate technology in the Pacific Northwest, near Portland, Oregon, in the city of Tualatin.

Under the leadership of Hideki president James Boyle, the new office will handle all management and operations for Hideki product, including products marketed under the license agreement with Honeywell Intellectual Properties, Inc., to be distributed, marketed, and sold in the Americas.



James Boyle

“We are extremely pleased to open our doors in North America,” Boyle said. “With our new location, Hideki is making a firm commitment to the North American market, expanding our product distribution, and delivering a superior service that exceeds consumer expectations.”

Hideki also proudly imports its tradition and company philosophy to the North American office. “The new office extends Hideki’s elite standards in customer-centric services to provide high quality, innovative products utilizing the latest technological advancements,” Boyle explained. “Hideki products are reliable resources that impart information that reassures safety and security, and contributes to the comforts of home,” Boyle explained.

The Oregon location is Hideki’s fourth global locale. The company has previously established offices in Europe, Hong Kong, and China. The Hideki Hong Kong office contains the company’s research and development, engineering, product development, packaging, and graphic design, while the China office houses its 10,000 square-meter manufacturing factory, which employs approximately 2,000 people.

Hideki is a manufacturer and marketer of some of the world’s finest products, including analog and digital radio controlled clocks, home weather stations, timers, stopwatches, electrical outlet timers, wall clocks, projection clocks, tabletop clocks and travel clocks, calculators, plastic products, Honeywell branded weather stations, and other OEM products, such as car accessories and telephone casings, among other molded housings. The company is also a leading supplier to European importers. 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.

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For Hideki Product Sales Information, Contact:

Hideki Electronics, N.A. Office: 7865 SW Mohawk, Tualatin, OR 97062
T: 503-612-8395; sales@hidekielectronics.us; www.hidekielectronics.us