



IDT International Limited
萬威國際有限公司

[For Immediate Release]

**IDT INTERNATIONAL APPOINTS
PROFESSOR YORAM (JERRY) WIND
AS INDEPENDENT NON-EXECUTIVE DIRECTOR**

* * *

(Hong Kong, 21 March 2005) -- Leading consumer electronic products enterprise, **IDT International Limited** ("IDT International" or the "Group") (SEHK code: 167), today announced the appointment of Professor Yoram (Jerry) Wind as IDT International's Independent Non-Executive Director, effective from 21 March 2005. Professor Wind's appointment brings the number of members in the IDT International Board of Directors to 11.

Professor Wind is The Lauder Professor and Professor of Marketing at the Wharton School of the University of Pennsylvania. He is the founding director of the Wharton "think tank", the SEI Center for Advanced Studies in Management and the founder and academic director of the Wharton Fellows program. Professor Wind joined the Wharton staff in January 1967, upon receipt of his doctorate in marketing from Stanford University.

With over 38 years' experience in marketing education, Professor Wind is also one of the most cited authors in marketing. He is a regular contributor to professional marketing literature, including authoring 21 books and over 250 papers, articles, and monographs on a wide array of topics in marketing strategy, marketing research, new product and market development, consumer and industrial buying behavior, and international marketing. Professor Wind is the founding editor of Wharton School Publishing. He has served as editor-in-chief of the Journal of Marketing, on the policy boards of the Journal of Consumer Research and Marketing Science, and has been on the editorial boards of all major marketing journals. In addition, Professor Wind is an active member of major marketing and management science professional associations. He is the Chancellor of the International Academy of Management (IAM) and a frequent lecturer in faculty seminars and executive programs of over 50 universities worldwide. Professor Wind is a trustee of the Philadelphia Museum of Art, a member of the board of American Friends of The Interdisciplinary Center Herzliya (IDC).

Professor Wind has served as an advisor to many Fortune 500 firms and a number of non-U.S. multinationals, including Motorola, Li & Fung, Edward Jones and SEI Investment. His consulting focuses on global corporate and business strategy, transformation as well as marketing strategy and especially the development of new businesses. He is also an advisor of a number of starts-ups.

He has received various honors and awards, including the three major marketing awards – The Charles Coolidge Parlin Award (1985), the AMA/Irwin Distinguished Educator Award (1993) and the Paul D. Converse Award (1996). In 1984, he was elected a member of the Attitude Research Hall of Fame and won a number of research awards, including two Alpha Kappa Psi Foundation awards and a recent inclusion in JAR Classics issue of one of 18 articles that have withstood the test of time. In 2001, he was selected as one of the 10 Grand Auteurs in Marketing. Most recently, he was named as the 2003 recipient of the Elsevier Science Distinguished Scholar Award of the Society for Marketing Advances.

Dr. Raymond Chan, Chairman and CEO of IDT International, said, “The Board extends its warmest welcome to Professor Wind. Professor Wind is a seasoned marketing guru, with extensive experience in international marketing and business consultation. We look forward to benefiting from his marketing and new business development experience and his counsel as we continue to expand our brand globally. With Professor Wind joining us, we will have complete representation from all key geographical areas on the Board. Furthermore Professor Wind will also be able to help us further enhance our corporate governance practice.”

~ End ~

About IDT International:

IDT International is a holding company whose shares are publicly listed on The Stock Exchange of Hong Kong Limited.

Headquartered in Hong Kong, IDT International and member company, IDT Holdings (Singapore) Limited (listed on The Singapore Exchange Securities Trading Limited), are engaged in the design, development, manufacture, sale and marketing of innovative consumer electronic products featuring state-of-the-art liquid crystal display and microprocessor technology. Its core businesses include LCD Consumer Electronic Products, Telecommunication Products, Digital Media Products and Electronic Learning Products. Marketing is undertaken globally through 15 sales and marketing offices in the US, Italy, the UK, Spain, France, Germany, Australia, Brazil, Mainland China, Japan, Singapore and Hong Kong. Research and development resources have been established in both Hong Kong and Mainland China while manufacturing facilities are centred in Xixian, Shenzhen, Mainland China.

For more corporate and product information on the IDT Group and Oregon Scientific, please access our websites at <http://www.idthk.com> or <http://www.oregonscientific.com>

For enquiries:

Strategic Financial Relations Limited
Eveline Wan / Joanne Lam / Madison Wai / Cherry Cheung
Tel: (852) 2864 4822 / 2864 4816 / 2864 4859 / 2864 4862
Fax: (852) 2527 1196 / 2111 9089

Email: eveline@strategic.com.hk
joanne@strategic.com.hk
madison@strategic.com.hk
cherrycheung@strategic.com.hk