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VTECH® BRINGS INTERACTIVE LEARNING AND HIGH-POWERED MULTIMEDIA ENTERTAINMENT TOGETHER AT TOY FAIR 2006

CHICAGO (February 10, 2006) –VTech® Electronics North America, the creator of the Electronic Learning Products category, today again broke new ground in electronic learning with the unveiling of the first interactive TV learning system for babies and the first video game console for tweens dedicated to combining advanced gaming action and non-violent educational content. The new products, along with the expanded V.Smile family and the rest of the company's new products, can be seen for the first time at the American International Toy Fair 2006 (Feb. 12-15) in New York.

A New Technology to Help Babies Learn

The award-winning V.Smile family's newest arrival – the V.Smile Baby® Infant Development System™ provides a fun and enriching way for parents to connect with their babies (ages 9 to 36 months) through an interactive new approach to learning. V.Smile Baby combines a colorful activity panel with the enhanced, non-traditional element of TV learning to allow parents and their little ones to share special moments as their child begins to explore early learning concepts. V.Smile Baby helps teach shapes, colors, animals and a new way for babies to communicate with their parents – baby sign language.

V.Smile Baby's activity panel fits comfortably in a child's lap and connects wirelessly to a receiver that hooks into the TV, creating a learning center in any family's living room. Each Baby Smartridge™ includes three "grow with me" play modes that correspond with babies' natural progression. The Play Time mode (9 months and up) helps babies develop fine motor skills with easy-to-press buttons that respond with fun sounds and early learning phrases; the Watch & Learn mode (18 months and up) engages babies with interactive videos that helps teach baby sign language and more; while the Learn & Explore mode (24 months and up) lets babies direct the play by choosing the subjects they want to explore.

"V.Smile Baby takes a step beyond developmental videos and traditional toys to provide an activity parents and babies can enjoy together. It also encourages young children to take an active role in their own learning – an important step for them in the early stages of their development," says Dr. Linda Acredolo, co-author with Dr. Susan Goodwyn of the bestselling parenting guide, *Baby Signs*. "Through incorporating baby sign language into each Baby Smartridge, VTech gives parents an innovative way to help their children begin to learn language skills at earlier ages," adds Dr. Goodwyn. Drs. Acredolo and Goodwyn are members of VTech's Advisory Council.

V.Smile Baby will come bundled with the Explore & Learn Home V.Smile Baby Smartridge program. Five additional baby Smartridges will be available, each including five learning activities that promote important cognitive skills. Each of the five baby Smartridges also includes a different baby sign language lesson. For fun on-the-go, V.Smile Baby can be used separately as an activity panel in the car or stroller.

Video Gaming and Learning in a Flash

Also taking Toy Fair 2006 by storm is the V.Flash™ Home Edutainment System, a new video game console for kids (ages 6 to 10) that connects directly to the TV to deliver educational video gaming, MP3-quality sound, videos, 3-D graphics and real-life images. It uses exclusive V.Disc software to take kids through exciting environments and real video that makes learning an adventure.

“With V.Flash, we kicked it up a notch for the older kids,” says Julia Fitzgerald, vice president of marketing, VTech Electronics North America. “We don’t expect that what works for a preschooler (V.Smile), will work for a third-grader. The additional horse-power and cool features, such as the built-in CD player, put V.Flash on-trend for older gamers who want to play it smart.”

Reviewed and approved by nationally recognized The Princeton Review, V.Flash provides good-for-you fun that let kids navigate hours of educational video gaming, and two bonus sections – Knowledge World, a virtual encyclopedia, and the Creative Workshop where kids can build and create cool puzzles and animations. V.Discs combine interactive fast-paced game play and educational curricula with favorite characters such as the Incredibles, Cars, Spider-Man, SpongeBob Squarepants, Scooby-Doo, Bratz and more. V.Flash comes bundled with a sleek joystick for right and left-handed players alike and the Jumping Bean Island V.Disc.

“VTech seamlessly blends video gaming, exploration and creativity into an educational platform,” says Kevin Howell, executive vice president and general manager of The Princeton Review's K-12 Division. “We’re pleased to work with VTech to provide our stamp of approval to ensure the content is age-appropriate and on par with what kids this age are seeking in a fun, challenging and educational experience.”

V.Smile Family Adds Extensions, New Smartridges and Spanish Language Smartridges

On the heels of the Toy Industry Association’s 2005 Toy of the Year, V.Smile TV Learning System and the successful V.Smile Pocket, new extensions, Smartridges and Spanish-language Smartridges will join the V.Smile family.

“After pioneering the new educational video gaming category in 2004, we continue to innovate and find new ways to expand the V.Smile line to appeal to the interests and lifestyles of today’s kids,” said William To, president, VTech Electronics North America.

The V.Smile Jammin’ Gym Class and the V.Smile Art Studio plug directly into the V.Smile TV Learning System to expand children’s learning experience. The Jammin’ Gym Class (ages 4 to 7) gets their minds and bodies working together with a soft, colorful, activity mat that engages kids in fun-filled active play while they twist, bounce, shout and learn alongside new video friends. The Art Studio (ages 5 to 7) turns the family TV into a blank canvas to allow kids to create their own works of art through a variety of activities, including art lessons, creative play, practice time and free draw. Using a drawing pad, stylus and Art Studio Smartridge, kids can create their own drawings or animated slide shows directly on the TV and even save their work to show their friends or parents later.

The V.Smile library grows to 33 titles this year with 10 new Smartridges in its lineup, such as Noddy, Backyardigans, Bert & Ernie, Lil Bratz, Cars, Spider-Man and Friends II, Batman, Shrek III and Superman. For the growing Spanish speaking population in the U.S., VTech introduces 12 Spanish Smartridges that include favorite characters Nemo, Scooby-Doo, Batman and more.

Toddlers Play Smart at SmartVille

Toy Fair will additionally mark the debut of VTech's new line of SmartVille playsets for toddlers, which provide a new level of curriculum not currently available on the market. SmartVille combines recognition technology and engaging play environments to stimulate young imaginations. With special sensors, the "Smart Parts" animals talk and teach by reinforcing early learning skills, such as animal names and sounds, objects, letters, colors, shapes, and time concepts.

SmartVille launches with two deluxe playsets: the Alphabet Train Station and the 1-2-3 Treehouse; and four junior playsets: the Ice Cream Color Shop, the Safe and Sound Fire Station, the Musical Band Station, and the ABC Post Office. Characters in the deluxe playsets can move about SmartVille to interact with each playset bringing their lessons to life wherever they go. Unmistakably VTech, each playset incorporates 12 learning activities with a clever blend of lights, music and curriculum that bring a whole new dimension to this classic playset.

Traditional Electronic Learning Meets Plug and Play

VTech's Creativision Station, for ages 6 to 9, is an electronic learning console that plugs directly into the TV and comes complete with four cartridges featuring 80 different fun educational activities. A wireless keyboard interacts with the console to answer questions that reinforce reading comprehension, foreign languages, literature, math, geography, science and history.

VTech's products will be available fall 2006 at mass retailers nationwide.

For more information on VTech's new product lines, visit www.vtechkids.com. For additional information or to arrange an interview, contact Edelman: Danielle Gray, 312/297-7575 or danielle.gray@edelman.com; or Beth Pagano, 312/297-7512 or beth.pagano@edelman.com.

ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) Category and the award-winning V.Smile TV Learning System, is a world leader of age-appropriate learning toys. Since 1976, VTech has been developing high-quality, innovative educational products for children from birth to preteen that deliver "smart play" through the combination of entertaining electronic formats and engaging, age-appropriate content that help children learn while having fun.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics, Ltd. is headquartered in Hong Kong and is a pioneer in the establishment of China-based manufacturing facilities, selling its products via a strong brand platform supported by a well-established distribution network in North America, Europe and Asia.

ABOUT BABY SIGNS

Child development experts Linda Acredolo, Ph.D., and Susan Goodwyn, Ph.D., discovered Baby Signs in 1982. After two decades of research, Acredolo and Goodwyn have found that babies whose parents introduce them to Baby Signs learn to talk sooner, have fewer tantrums, get a jump start on their intellectual development, express emotions effectively, and develop stronger bonds with their parents. Their ground-breaking book, [Baby Signs: How to Talk to Your Baby Before Your Baby Can Talk](#), was published in 1996 and quickly became a bestseller (over 500,000 copies sold in the U.S. alone and has been translated into 14 foreign languages).

ABOUT THE BABY SIGNS® PROGRAM

Child development experts Linda Acredolo, Ph.D., and Susan Goodwyn, Ph.D., discovered the effectiveness of signing with babies in 1982. After two decades of research, Acredolo and Goodwyn have found that babies whose parents introduce them to signing through the Baby Signs® program learn to talk sooner, have fewer tantrums, get a jump-start on their intellectual development, express emotions more effectively, and develop stronger bonds with their parents. Their ground-breaking book, [Baby Signs: How to Talk to Your Baby Before Your Baby Can Talk](#), was published in 1996 and quickly became a bestseller with more than 500,000 copies sold in the U.S. alone. The book also has been translated into 14 foreign languages.

ABOUT PRINCETON REVIEW

The Princeton Review (Nasdaq: REVU) is a pioneer in the world of education. Founded in 1981 and headquartered in New York City, The Princeton Review offers classroom and online test preparation, as well as private tutoring, to help students improve their scores on college and graduate school admissions tests. The Princeton Review works with school districts around the U.S. to measurably strengthen students' academic skills by connecting ongoing assessment with instruction and by providing districts with college and career resources for both students and guidance counselors. The Princeton Review also authors more than 190 print and software titles on test preparation; college and graduate school selection and admissions; and related topics. For more information, contact: Harriet Brand, 212-874-8282 Ext. 1091, harrietb@review.com or Robin Raskin, Ext. 1647, RobinR@review.com.

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