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## **LOCAL TOY EXECUTIVE HONORED WITH WONDER WOMAN OF TOYS AWARD AT 2008 AMERICAN INTERNATIONAL TOY FAIR**

CHICAGO – (February 28, 2008) Julia Fitzgerald, vice president of marketing for VTech® Electronics North America based in Arlington Heights, IL, was recently honored with the Wonder Woman of Toys Manufacturer Award at the 2008 American International Toy Fair in New York City. The award, presented by the Women in Toys organization, recognizes outstanding women that embody the spirit of the toy industry through their leadership and dedication.

Fitzgerald has spent the past five years successfully leading VTech's strategic marketing initiatives to support VTech's award-winning educational toys and proving that parents can look to VTech for innovative products that provide a balance of fun and learning.

Women in Toys (WIT), the professional networking organization for women working within the toy, entertainment and licensing industries, received essay nominations by peers detailing the outstanding characteristics of each nominee, such as leadership qualities, innovation, position within the industry, accomplishments, mentoring abilities and more. Nearly a dozen award winners in five categories including manufacturing, retail and entrepreneurial were chosen by a committee of leaders from the Toy and Licensing Industries based on outstanding contributions within the toy, entertainment and licensing fields.

"Each year we look for candidates who consistently distinguish themselves as innovative thinkers and doers within their company and the toy industry", said WIT President, Patti Becker of *Becker Associates LLC*. "Julia is an example of someone who lives the spirit of the toy industry within her company, VTech, everyday."

VTech is now among the top ten toy companies in North America. Much of the success has been based on marketing programs Fitzgerald has led, ranging from new PR initiatives and aggressive advertising to implementing licensing and bringing fresh ideas to product development.

Fitzgerald was integral in building on the trend of kids' strong desire to play video games and recognizing parents need to provide safe content resulting in the successful release of the V.Smile TV Learning System, the first educational video game for kids. Fitzgerald led its "turn game time into brain time" positioning, ensuring it was prevalent in all marketing initiatives. V.Smile won the highly coveted Toy Industry Association "2004 Toy of the Year," becoming the number one preschool electronic learning product, and has been a multi-million unit seller since its inception. Product extensions include V.Smile Baby and, new for 2008, V-Motion – a motion-activated gaming system for children ages 4 to 7.

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### **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 that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit [www.vtechkids.com](http://www.vtechkids.com).