



Contact: Kristin Howell
312-240-2872
kristin.howell@edelman.com

**Vtech® Defines the Meaning of “Mom-to-Mom Comm” with
Board of Parenting Experts**

Advisory Council delivers premier counsel on topics from tech-savvy learning to educational development

CHICAGO – (May X, 2009): Continuing to serve as the founder of the electronic learning category, Vtech Electronics has partnered with trusted experts on topics ranging from social networking to child development for its expanded Advisory Council. As a member of this influential panel, each expert provides valuable tips and guidance from their respective areas of skilled practice – as well as their own everyday experiences as moms – through valuable monthly e-newsletters and contributions to www.Vtechkids.com.

By visiting www.Vtechkids.com, parents can browse helpful articles and tips written by the experts, with topics ranging from helping your child become a reading rock star, to making the most of a rainy day. Parents can also sign up to be a Club Vtech member and receive an exclusive monthly e-newsletter filled with timely and fun learning activities from the Advisory Council, as well as updates and savings on their favorite Vtech products.

“The Advisory Council is an ideal resource for moms seeking relevant advice and trends on motherhood from experts who are currently in the parenting trenches themselves,” Samara Tuchband, senior marketing director for Vtech, said. “Aligning with Vtech’s mission, the Advisory Council caters to parents’ needs with easy and fun parenting tips, as well as input and ideas on how to nurture your child to reach their full learning potential.”

Meet Moms’ Allies

Isabel Kallman – Social Media Whiz

Isabel Kallman is the vivacious creator of AlphaMom.com, an online community aimed at helping balance the everyday stresses of parenting. A mom of one and a leading mommy blogger, Kallman’s influence extends through the social media realm thanks to a strong presence on Twitter and her leading Web site. Her internet efficiency makes her easily accessible, guiding parents with advice and answers to the common struggles and questions associated with raising a child.

Cat Schwartz – Tech Enthusiast

Founder of HiTechMommy.com, eBay Toy Director and mother of one, Cat Schwartz, is a well-known parenting source who offers advice for incorporating education into everyday play activities. Her zeal for electronics and enthusiasm and knowledge of the virtual world play a large role in helping moms everywhere become more tech savvy in using cyber space to benefit their kids.

Dr. Deborah Libby – Reading Role Model

With more than 20 years as an elementary and college educator, work as a freelance writer and extensive education in literature and language arts, Dr. Deborah Libby is a leading reading and language arts expert. She graduated from The University of Pittsburgh with a Doctorate in Reading, Language Arts and Children’s Literature and has a Masters in Reading, Reading Specialist Certificate and Bachelors degree in Elementary and Early Childhood Education from The Ohio State University. Dr. Libby’s depth of knowledge in reading poises her to be the go-to resource for moms looking to instill a love of reading into their child’s life.

Dr. Lynne Kenney – Child Development Guru

As a pediatric psychologist for 12 years, Dr. Lynne Kenney has helped families solve the everyday challenges of childhood. Dr. Kenney, who earned her Doctorate in Psychology from Pepperdine University, is currently a consulting psychologist in Arizona where she works on a multi-disciplinary pediatric team coaching families to live with health and wellness. She started The Family Coach, a multimedia franchise that aims to help parents enhance their children’s development by creating a nurturing and educational environment at home.

Vtech® Defines the Meaning of “Mom-to-Mom Comm” with Tech-Savvy Board of Parenting Experts/Page Two

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

###