

New Smart, Active Line from VTech[®] Sure to Tame any Wild Child
*Jungle Gym[™] products offer an educational and interactive way for toddlers
to embark on a learning exploration*

CHICAGO – (July15, 2009): VTech Electronics, the king of the learning jungle, is guiding ever-so-busy toddlers through a safari of learning and fun with its new line of Jungle Gym products. The line, which will be on store shelves this fall, harnesses the energy of rambunctious toddlers as they mature from their infant toys to products that motivate their mind and body. The perfect way to freshen up the jungle of toys in the playroom, Jungle Gym takes fun, active play to the next level by incorporating engaging characters kids will love with interactive learning parents appreciate.

Whether they are pedaling their way to success on the Ride & Learn Giraffe Bike or rocking into discovery with the Bouncing Colors Turtle[™], children 18 months and up will love exploring the Jungle Gym line's world of education. Pint-sized learners will also have fun “monkeying” around as they learn basic educational skills such as letter, number, color and object identification.

“The quickest way for children to learn something is to make it fun,” Isabel Kallman, founder of Alphamom.com and VTech Advisory Council member, said. “That’s why the Jungle Gym line works for any child. It merges three exciting elements: the education kids need, fun characters that will keep them exploring for hours and the active play parents are looking for right now.”

It’s a Jungle of Fun Out There

Ride & Learn Giraffe Bike – ERP: \$49.99

Young learners can pedal their way to smart play with the Ride & Learn Giraffe Bike. Kids can ride the stationary bike through a safari of letters, objects, numbers, animals and melodies. And, the more kids pedal and bounce, the more they learn.

- Features kids’ choice of five rewarding modes of active play including racing, ABCs, numbers, music and animals.
- Children can learn letters and word association by cycling on the Ride & Learn Giraffe Bike and watching the built-in LCD screen as they chase their favorite animal friends.
- The adjustable, “grow-with-me” bouncy seat adapts to three different positions with a wide, stable base for lots of riding fun.

Bouncing Colors Turtle[™] – ERP: \$29.99

There is nothing slow about this turtle. Kids will find new depths of basic skills by sitting on the Bouncing Colors Turtle and bouncing their way to developing gross motor skills and balance. Bouncing on the seat or shell of the turtle activates different colors to light up on the learning panel, teaching kids colors and shapes through its encouraging phrases, silly sounds and playful melodies.

- Features two modes of active play to develop cognitive and motor skills.
- As children bounce they develop their gross motor skills and balance, and the learning panel light-up buttons reward discovery and exploration, while also teaching different colors.

Monkey Moves Smart Seat[™] – ERP: \$29.99

The Smart Seat is just like mom’s rowing-machine, so kids can “monkey see, monkey do” as they learn. As little learners move the colorful monkey’s arms up and down, the seat’s buttons light up – helping them master colors and numbers.

- Features two modes of active play to develop cognitive and motor skills.
- Any wild child will delight in laughter as they row with the monkey to speed up the music, causing the baby monkey to pop up through the lively jack-in-the-box.
- The attached bouncy seat keeps kids active as they slide back and forth to the music—and has two adjustable positions to grow with the child—while the stable base with foot rests promotes balance.

Twist & Learn Gorilla Pals™ – ERP: \$14.99

Tots will go ape over the Twist & Learn Gorilla Pals—a set of play dumbbells small and durable enough for their little hands. Each dumbbell contains a motion sensor so babies see flashing lights and spinning rings with each shake they make, encouraging fine motor skill development.

- Children will hear sound effects on one dumbbell, while the other plays a variety of encouraging phrases and teaches opposites including up/down and left/right.
- Tots will be entertained and learning for hours as the dumbbells encourage playful movement with their sound effects and melodies.
- Aside from the engaging turning ring, colorful lights and motion sensors, other features include an animated gorilla-motif button that plays wacky sounds children love.

Step & Count Kangaroo™ – ERP: \$29.99

Toddlers will hop, step and jump their way into a Down Under learning adventure with the interactive Step & Count Kangaroo stand. By simply stepping, hopping, or bouncing on the large, colorful platforms, children will be rewarded with a light-up screen displaying animations and numbers up to 30.

- Features two modes of play – numbers and music – that teach cause and effect for continued learning. Little learners hold themselves up by grasping onto the handles shaped like the kangaroos' ears.
- The real magic is in the kangaroo's hat, where colorful balls pop, and four chunky buttons can be easily pressed to play a variety of catchy sounds, sing-along songs and phrases.
- Kids will delight in watching the baby kangaroo move up and down from the pouch of the kangaroo base.
- Exclusively available at Toys "R" Us.

Price and Availability

All Jungle Gym products are available now on www.vtechkids.com and will be available at mass market retailers in fall 2009. Ride & Learn Giraffe Bike will have an ERP of \$49.99; Bouncing Colors Turtle, Monkey Moves Smart Seat and Step & Count Kangaroo all have an ERP of \$29.99 and Twist & Learn Gorilla Pals will have an ERP of \$14.99.

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.

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