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VTECH® NAMES FIRST-EVER CHIEF V.FLASH OFFICER (CVO)

*CVO, Jonathan Fisher, Wins \$10,000 Scholarship and
Trip to VTech Headquarters*

CHICAGO (October 25, 2006) – For every child that desires to be a CEO someday, Jonathan Fisher, age 9, a “budding entrepreneur” and resident of Austin, Texas has been named today the first-ever “Chief V.Flash Officer” (CVO) by VTech Electronics™ North America, the creator of the Electronic Learning Products category. As one of five finalists vying for the coveted CVO position, Fisher received the most votes from people around the U.S. for his innovative V.Flash Home Edutainment System V.Disc game idea – “Mission Possible, ” in which players are asked to complete missions in various subject areas such as foreign language, geography, social studies and math.

“We’re thrilled to have such a bright young man as the first-ever VTech CVO and to award his accomplishments with a \$10,000 scholarship,” said Julia Fitzgerald, vice president of marketing, VTech Electronics North America. “Jonathan went above and beyond our expectations by demonstrating his enthusiasm for learning with a creative V.Flash class presentation and creating extensive feedback forms from his friends and family. We are excited to have him on-board and look forward to working with him.”

This summer, Fisher’s mother entered him into the national search by describing how he qualifies to be the first-ever VTech CVO. Fisher made it past the first round and was selected to be one of twenty-five VTech V.Flash Team members. As a V.Flash Team member, Fisher was sent on the “ultimate job interview,” which included testing the new V.Flash, sharing the excitement of V.Flash with friends and family, and developing an idea for the next V.Flash V. Disc video game. In true CVO fashion, Fisher excelled during the interview, sharing V.Flash with friends and family members and delivering a creative V.Disc game idea – “Mission Possible”– that America loved.

“I’m so excited to be VTech’s first-ever CVO,” said Fisher. “My friends and I think V.Flash is cool because it is fun to play and I can practice the subjects I’m learning in school, like math, and have fun at the same time.”

VTech CVO “Job Description and Compensation”

Fisher will be “compensated” for his new role as the first-ever VTech CVO with a \$10,000 college scholarship, a trip to the VTech headquarters in Chicago and a shopping spree to get him ready for a day on the job at VTech. While visiting VTech’s headquarters, Fisher will have the opportunity to meet the VTech staff, get a sneak peek at VTech products in development and write a letter from the “Desk of the VTech CVO” that will be posted on www.vflashtv.com.

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About V.Flash Home Edutainment System

Named to Wal-Mart's "Top 12 Toys" list, *eToys 2006 "Hot Holiday Toy List" and a Toy Wishes "All Star,"* V.Flash is a video game console for tweens (ages 6 to 10) that packs the video game action kids crave with creative and challenging educational content parents approve of. Approved by nationally recognized, The Princeton Review, V.Flash connects directly to the TV and delivers high-quality sound, 3-D graphics, real-life images, a built-in CD player and a joystick designed for right- or left-handed players.

Unlike other game systems, V.Flash uses exclusive V.Disc software that combines fast-paced game play with educational elements. With each V.Disc, players can navigate through three exciting play modes - Smart Play Game Zone, Creative Workshop and Knowledge World. The discs include children's favorite characters such as Spider-Man, SpongeBob Squarepants and Scooby-Doo.

To learn more about the new VTech CVO and the V.Flash Home Edutainment System, visit www.vflashtv.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.

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