



FOR IMMEDIATE RELEASE

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**Start Off Smart with the Latest Infant and Toddler Offerings from VTech®**

*VTech helps young learners reach their earliest milestones  
with educational toys and valuable online resources*

CHICAGO – (August 11, 2009): Whether it is recognizing their favorite color, building a tower of blocks or wobbling through their first step, the early years of a child’s life are filled with exciting and important achievements. VTech Electronics, the leader in electronic learning toys, understands how vital it is for parents to encourage their children as they navigate these milestones. Inspired by parents’ questions on their child’s growth, VTech has added four new items to its existing line of more than 25 infant and toddler products, all of which support and promote child development.

VTech’s infant and toddler products encourage developmental skills like sensory recognition, hand/eye coordination, fine motor skills, walking and crawling as babies interact and have fun with the bright and colorful products that react to their every movement.

“Because children’s early years are an important time to establish basic cognitive, motor and social skills, I see parents every day asking if their child is developing properly,” said Dr. Lynne Kenney PsyD, child-development expert and VTech Advisory Council Member. “That’s why I’m happy to see that VTech is providing these high-quality products that focus on developmental skills parents are watching for, and also maintaining the fun-factor their little ones are interested in.”

**Infant and Toddler Favorites**

**New Light-Up Learning Camera™ – Ages 9 months & up – ERP: \$12.99**

With two modes of play featuring numbers, objects, fun sounds and short tunes, the Light-Up Learning Camera will have baby saying “cheese” in no time. Loaded with 10 playful images for baby to scroll through, the camera includes real camera sound imitation and role-play phrases. These features also promote sensory and object recognition, as well as fine motor skills.



**New Rhyme & Discover Book™ – Ages 12 months & up – ERP: \$13.99**

Featuring seven popular nursery rhymes with charming songs and spoken words, the new Rhyme & Discover Book is the perfect way to introduce baby to literature. Its interactive pages with moving-play features engage babies, assisting with first words and reinforcing the development of important fine motor skills and sensory recognition. Each page contains three light-up animal faces that sing songs while babies turn pages, providing exciting visual stimulation while aiding in the improvement of hand-eye coordination. The music note button plays a variety of melodies, while open-ended questions encourage thinking and interaction with the book pages.



**New Spin ‘n Learn Top™ – Ages 9 months & up – ERP: \$14.99**

The Spin ‘n Learn Top utilizes seven favorite nursery rhymes to take baby on an imaginative spin through a world of learning. The four talking animal characters engage babies, inspiring imagination while enforcing object and sensory recognition. Babies take control of their learning by pressing light-up number buttons that give different responses when pushed, honing fine motor skills in the process.





**Sit-to-Stand Alphabet Train™ – Ages 12 months & up – ERP: \$49.99**

The award-winning and versatile Sit-to-Stand Alphabet Train teaches babies numbers, letters, colors, songs, stories and more as it grows with them. With 26 double-sided letter blocks, a motion sensor, ride-on carriage, a drop-space for sending blocks from train to carriage and a moveable elephant character, babies are easily engaged with the Sit-to-Stand Alphabet Train. Featuring two learning modes, walker mode and discovery mode, the train can be used alone for floor play, pushed along as a walker or the child can ride on the train.

**Price and Availability**

The products in the Infant and Toddler line range from \$7.99 to \$49.99 and all new additions to the line will be available at mass market retailers and [www.VTechkids.com](http://www.VTechkids.com) this month.

**Expanded Resources for Mom and Dad**

As parents watch their child grow, they can visit the “Milestones” section of Club VTech—at [VTechkids.com](http://VTechkids.com)—to obtain basic guidelines on their child’s development, monitor their progress and receive product recommendations that fit their child’s age and needs. “Milestones” provides a plethora of helpful parenting information in one spot so parents can easily gauge their young child’s ever-changing development and obtain age-appropriate advice and new toy suggestions.

**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).

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