

VTech® Delivers Today's Hottest Trends to Tech-Savvy Kids

Children stay on track with VTech's newest line of smart, high-tech toys – now on shelves

CHICAGO – (August 25, 2009): Yesterday's trends won't work for today's connected kids—from the hottest new game to the coolest new movie, youngsters are looking for the latest and greatest creation. VTech has focused their 2009 line of products to incorporate the innovative play contemporary kids ask for, with the educational value moms require. With everything from an award winning high-tech reading system to a cool new Web-connected laptop, VTech's new line delivers high-quality fun and learning to today's connected kids.

"As a mom myself, I know how frustrating it can be trying to keep up with all the new products your kids want," said Cat Schwartz, eBay Toy and Gadget Director and VTech Advisory Council member. "VTech has kept a pulse on the hottest trends, so whether your child is five months or five years, they have a product that will quench their thirst for the new "it" toy while still delivering on those educational basics they need."

VTech's new line, which is on store shelves now, includes the award-winning Bugsby Reading System—recipient of the Children's Technology Review "Editor's Choice" Award. Bugsby provides kids with a fun and interactive way to read as he guides them through fun and engaging stories. The new Jungle Gym line helps young learners keep an active mind and body as they pedal, jump and row their way to learning; and little ones bursting with creativity can capture their favorite moments with the Kidizoom Digital Camera Plus. For older children looking to explore the online world, VTech has created the Nitro Web Notebook, while the ever-growing V.Smile Smartridge library engages junior gamers with 16 new titles. The interchangeable games bring beloved children's characters from books, movies and television to life through the V.Smile Motion educational motion-activated gaming system.

High-Tech Reading with Bugsby™ Reading System

Ages 3 to 7 years – ERP: \$29.99

With the award-winning Bugsby Reading System, little learners have a guide through their new reading adventures. Using pen-touch technology, children can explore Bugsby's magical world by simply touching the pen to the pages of the book, and listening as the story comes to life. Various intuitive activities throughout the book focus on reading and language arts skills such as reading comprehension, letters, spelling, consonants and vowels and advanced phonics. With classic tales from their favorite literary and television characters like "Olivia" and "Wonder Pets," preschoolers can explore each story and join fun pals along the way.



Walking the Wild Side with the Jungle Gym Line's Ride & Learn Giraffe Bike

Ages 18 to 36 months – ERP: \$49.99

Young learners can ride through a safari of letters, objects, numbers, animals and melodies with Ride & Learn Giraffe Bike – part of VTech's new Jungle Gym line. The stationary bike features kids' choice of five rewarding modes of active play including racing, ABCs, numbers, music and animals. Children can discover letters and word association by cycling on the giraffe's pedals and watching the built-in LCD screen as they chase their favorite animal friends. For parents looking to refresh the forest of toys in the playroom, VTech offers more animal friends from the Jungle Gym line including Bouncing Colors Turtle™, Monkey Moves Smart Seat™, Twist & Learn Gorilla Pals™ and Step & Count Kangaroo™.



Safe “Surfing” with Nitro Web Notebook™

Ages 5 to 8 – ERP: \$49.99

The Nitro Web Notebook is jam-packed with 70 interactive learning activities that teach lessons in language arts, math, science, creativity, logic and Spanish – and is now Web connected! Nitro Web’s curriculum can be constantly refreshed by downloading online games and exclusive content at PlanetVTech.com, VTech’s virtual world where children explore educational gaming and interact with peers from around the world.



Capturing Creativity with Kidizoom Digital Camera Plus™

Ages 3 and up – ERP: \$59.99

Young photographers can snap their way to fun and creativity with a camera they can call their own – the enhanced version of the popular Kidizoom Camera, the new Kidizoom Plus. Now with 2.0 mega pixel resolution, Kidizoom Plus stores up to 2,000 photos or five minutes of digital video with its 512 MB built-in memory. Plus, television and home computer connectivity allows children to upload their images and movies and display them on the screen so they can edit and share their art.



Action-Packed Play with Expanded V.Smile Motion™ Smartridge™ Library

V.Smile Motion Smartridges – Ages 3 to 7 years – ERP: \$24.99

VTech has stepped up the fun for last year’s hit V.Smile Motion by expanding the existing Smartridge library to incorporate head-to-head play and some of today’s hottest characters. With 16 different titles, kids will love exploring different worlds with new favorites such as, Ni Hao Kai Lan, NASCAR, Monsters vs. Aliens, UP, Handy Manny and more. Plus, VTech delivers lessons in phonics, science, math, spelling, logic, music and more in every Smartridge.



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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.