

Kids Explore a World of Reading Adventures with a New Friend from VTech®
Award-winning Bugsby™ Reading System gives children a fun and interactive way to read

CHICAGO – (Sept. 22, 2009): For children on the lookout for an afterschool pal and moms looking to extend their child’s learning, VTech Electronics has created Bugsby Reading System. Bugsby the Bookworm guides children through interactive stories that keep kids learning even after the school bell rings. Already the winner of numerous awards including the Children’s Technology Review “Editor’s Choice” Award and the iParenting Media Award, Bugsby engages and entertains children while they learn important reading and language arts skills.

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. The reading system is cartridge-based, so kids can just slip one into Bugsby’s backpack and start the fun, providing a great value for high-tech learning. Bugsby also features a software library with seven book titles including favorite characters like “Dora’s Season of Adventure,” “OLIVIA,” “Scooby-Doo: Decoy for a Dognapper” and “Wonder Pets: Save the Chimp.”

“Bugsby is an ideal tool to help kids build their reading and literacy skills. This cute little bookworm provides kids with a variety of entertaining and engaging reading activities that focus on comprehension, phonics, word recognition and vocabulary development,” says Dr. Deborah Sharp Libby, reading specialist and VTech Advisory Council Member. “Children will enjoy playing with their new reading buddy, Bugsby, and Mom’s will love the many educational and rewarding reading experiences he provides.”

Bugsby™ Reading System
Ages 3 to 7 years – ERP: \$29.99

With the Bugsby Reading System, little learners have a guide to take them through new reading adventures. Perfectly sized for little hands, the bookworm-shaped pen gives young readers the tools they need to become engaged in story after story. Preschool children will learn reading and language arts curriculum as they navigate through a magical world.

- Activities focus on reading and language arts skills such as reading comprehension, letters, spelling, consonants and vowels and advanced phonics
- 20+ content pages per book, plus bonus activity pages
- Winner of the Children’s Technology Review “Editor’s Choice” Award and the iParenting Media Award and National Parenting Center’s Seal of Approval
- Affordable cost, providing more value than other pen-touch reading systems



Bugsby™ Software Library
Ages 3 to 7 years – ERP: \$12.99 each

Whether they are exploring new countries with Olivia or visiting Dora the Explorer with their friend Bugsby, kids won’t be able to wait to see what happens next.

- Each Bugsby software bundle comes with an interactive and educational book, plus an interactive cartridge that clips easily into Bugsby.
- The books include fun bonus games that reinforce the messages taught while reading the book with Bugsby, such as reading comprehension, letters, spelling, consonants and vowels, as well as advanced phonics.

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- Seven Bugsby book titles are offered, including “Dora’s Season of Adventure,” “OLIVIA,” “Scooby-Doo: Decoy for a Dognapper” and “Wonder Pets: Save the Chimp.”

Create a Bugsby Adventure – and Win!

Parents and kids can visit www.vtechkids.com to create their own Bugsby adventure together for the chance to win amazing prizes. All participants will receive 10 percent off their next VTech purchase and three winners will receive the full line of Bugsby Learning Books, or the chance to have their story published in a Bugsby reading book next year.

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 1980, 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 on the Web, www.facebook.com/VTech on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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