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VTECH® WELCOMES 4th GENERATION CHILDREN'S LEARNING TABLETS TO AWARD-WINNING INNOTAB® FAMILY, INCLUDING FIRST TO FEATURE ANDROID™ LEARNING CONTENT

Fastest InnoTab Yet, Android Tablet Offers Children Best of Both Worlds

(CHICAGO) – June 5, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the addition of three new children's learning tablets to the award-winning InnoTab® family: InnoTab® MAX, its fastest Wi-Fi tablet yet, featuring a powerful multi-core CPU and a high resolution 7" display, and its first to feature Android™ learning content; InnoTab® 3S Plus, featuring Wi-Fi and now with free access to VTech Premium Kid Connect™ for tablet-to-mobile communication; and InnoTab® 3 Plus, an affordable first learning tablet. These 4th generation learning tablets further establish VTech as a leader and innovator in tablets designed from the ground up with children's innate needs in mind. These needs are reflected not only through a tough, kid-friendly design, but also through kid-smart, educator-approved content.

"We are thrilled to introduce the newest and finest generation of InnoTab tablets to our family of award-winning tablets. InnoTab MAX uniquely combines our expert-endorsed learning library with carefully selected educational Android apps, offering the widest variety of curriculums to provide a superior learning tool that grows with a child and makes learning fun," said William To, President, VTech Electronics North America. "As pioneers in the children's learning tablet category – the first with Wi-Fi, first with a messaging app and now our first with Android content, we are confident we are continuing to deliver the unmatched quality, age-appropriate, educational tablets parents have come to expect from VTech as the one-stop learning authority."

Headlining VTech's new introductions is InnoTab MAX, the company's most powerful and versatile tablet yet, and its first to feature Android learning content. With more than 200 hand-picked, educator-endorsed Android learning games and access to more than 650 age-appropriate Learning Software and Apps through VTech's Learning Lodge™ app store, as well as VTech's rich library of cartridges, InnoTab MAX offers the best of both worlds. InnoTab MAX is a

complete electronic learning aid that grows with a child from ages three to nine and beyond, bridging the gap for parents considering a children’s learning tablet but also looking for rich Android content. Additional features of the InnoTab MAX include a 7" high-resolution display, kid-safe Wi-Fi and an enhanced version of VTech Premium Kid Connect.

“Curated collections, like those provided by VTech in its new tablet, offer a great solution where parents can know that these apps are not only safe for the devices they are on, but they are also fun, age-appropriate and embodied with learning principles,” said Dr. Eric Klopfer, VTech Expert Panel member and Platform Learning Expert.

InnoTab MAX and the entire line of kid-safe, kid-friendly InnoTab tablets is designed to withstand physical wear and tear from kids, and each is value-packed with features and content designed exclusively with a child’s unique educational needs in mind. The new InnoTab 3S Plus features a Rechargeable Power Pack at no additional charge as well as kid-safe Wi-Fi, VTech Premium Kid Connect and 16 apps. InnoTab 3 Plus includes a Rechargeable Power Pack plus 12 apps – a \$75 value – making it an affordable kids’ first learning tablet. The new tablets offer premium features for unsurpassed value as compared to competitive children’s learning tablets.

InnoTab MAX (www.vtechkids.com/ITMax) will be available in October. InnoTab 3S Plus (www.vtechkids.com/IT3SPlus) and InnoTab 3 Plus (www.vtechkids.com/IT3Plus) will be available in August. Additional details about the new InnoTab product range can also be found at www.vtechkids.com/brands/brand_page/innotab_family.



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About VTech®

VTech® is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich, almost 35 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with award-winning products such as the InnoTab® 3S Wi-Fi Learning Tablet, one of the first children's learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge™, VTech's comprehensive app store, features a robust library of more than 650 educational and entertaining games, e-Books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer even more titles. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math and child development, consult on new product introductions and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally. VTech is the largest supplier of ELPs from infancy to preschool in the U.S. and Western Europe.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

InnoTab MAX has not been authorized as required by the rules of the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased, until authorization is obtained.