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**NEW ANDROID™ LEARNING CONTENT FOR VTECH®'S INNOTAB® MAX FEATURES
OVER 200 ACCLAIMED TITLES FROM AWARD-WINNING SOFTWARE COMPANIES**

Companies Include Spinlight Studio, Thup Games, Brainchild, 22learn, Cupcake Digital and Many More

(CHICAGO) – October 16, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced award-winning Android™¹ learning apps available for the company's new InnoTab® MAX children's learning tablet. The content, which has been pre-approved by educators, can be downloaded and purchased through VTech's Learning Lodge® app store and includes over 200 titles² from Spinlight Studio, Thup Games, Brainchild, 22learn, Cupcake Digital and more, with additional apps continuously being added.

"We are thrilled to partner with so many leading software companies to introduce Android learning content to our InnoTab MAX tablet," said William To, President, VTech Electronics North America. "The new Android apps have been educator-approved to meet the quality and caliber of engaging, educational titles parents and kids have come to expect from VTech to make learning fun."

Spinlight Studio, known for their award-winning, educational content packed with fun, offers 14 apps focusing on subjects such as reading and language arts, creativity and problem solving, science and social studies, and math. The Spinlight Studio content is spearheaded by its popular AlphaTots app, an interactive game that helps little ones learn their ABCs with fun games and songs, and Geography Drive USA, which helps kids learn facts about U.S. geography, from oceans and rivers to state capitals and flags, while exploring key moments in history.

Creator of popular children's early learning apps, **Thup Games** offers four apps available for download on the Learning Lodge, covering reading and language arts, science and social studies, and math. Featured among the titles is the acclaimed Monkey Preschool Lunchbox, a collection of exciting educational games for preschoolers, teaching colors, letters, counting, differences, matching and more.

With Common Core & State Standards continuing to be widely adapted across the country, **Brainchild**, a leading educational software company, is offering its World Class Math and World Class Language Arts learning programs, featuring 20 lessons in each app. Built from the new Common Core standards, each lesson has a one-minute teaching segment, followed by a Study mode where kids learn at their own pace with feedback and step-by-step solutions. A Test mode keeps scores so parents can track progress. World Class software gives students extra help at home that they can't get at school.

22learn, known for creating interactive media for children, offers 10 apps for the InnoTab MAX. Its endearing apps for playful young minds inspire children's creativity, spark imagination and encourage learning. The educational apps, such as Alphabet Aquarium and Animal Train, focus on creativity and problem solving and reading and language arts.

There are 10 apps available from **Cupcake Digital**, giving kids the opportunity to interact with the characters they love by transforming children's entertainment properties into delightful apps infused with teaching moments. Tested by kids and educational experts, the titles, including Wubzy's ABC Learn & Play and Animal Planet Hide & Seek Pets, cover subjects including reading and language arts, creativity and problem solving, and science and social studies.

"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.

The Learning Lodge gives parents and children access to purchase hundreds of engaging, age-appropriate games, videos, e-books and music. More than 650 titles teach reading, math, social studies, handwriting, science, problem solving, geography and more. The wide variety of educational and engaging content and curriculum is tailor-made for each age group and is suitable for toddlers to grade-schoolers, giving every child an opportunity to expand their learning potential while keeping them entertained. Parents can even track their child's learning progress online.

The new downloads can be found at www.vtechkids.com/downloads. For more information about InnoTab MAX, please visit www.vtechkids.com/ITMax.

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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 multiple award-winning products such as the InnoTab® MAX, VTech's first children's tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, InnoTab® 3S, 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 Panel of Experts, 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 global leader in electronic learning products from infancy to preschool.

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

About Spinlight Studio

Spinlight Studio is an award-winning educational app developer and publisher that passionately believes learning should be fun. Since 2011, the company has released 14 best-selling titles for the iOS, Android and Mac OS platforms, creating apps that children love and parents appreciate for their strong educational value. Spinlight has earned numerous Parents' Choice Awards, ON for Learning honors and a Children's Technology Review Editor's Choice Award for a long list of titles covering math, reading, geography and more. Critically acclaimed for their unique blend of education and entertainment, Spinlight apps have been featured in USA Today, Us Weekly and on national news shows, including Fox News and the NBC Today Show.

About Thup Games

Founded in 2002, Thup has created all kinds of games for all kinds of people. In 2009 Thup launched their first app, Monkey Preschool Lunchbox, recognizing the need for learning apps that kids would relate to and love. Since then, Thup has created five preschool games starring the loveable Monkey character, available on a universe of mobile devices through Apple's App Store, Amazon App Store and Google Play. Thup is proud to have been named to "best kids' apps" lists by CBS New York, Conde Nast Traveler, Babble.com and Parents Magazine as well as having been awarded an Editor's Choice award from Children's Technology Review. Prior to launching their own portfolio, Thup has produced games for media companies like Viacom and Turner Entertainment.

About 22learn

22learn is an award-winning educational studio developing applications for babies, toddlers, preschoolers, kindergarteners, and primary grade students. Founded by parents of four, 22learn is a model example of a family-operated play studio where all developers share passion for children, education, and play. Its best-selling titles include: Abby Basic Skills (proud winner of Recommended Seal by Parents' Choice Foundation), Phonics Island (bearer of Approved Seal by Parents' Choice Foundation), Abby Toddler Animals, Animal Train, and Preschool Shape Puzzles. With almost 3,000,000 downloads, 22learn is one of the largest producers of mobile preschool applications in the world. All Material and Software (C) 2012 22learn, LLC / All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

About Cupcake Digital

Founded in 2012, Cupcake Digital gives kids the opportunity to interact with the characters they love by transforming children's entertainment properties into award-winning apps. We bring Peanuts, Strawberry Shortcake, Yo Gabba Gabba!, RIO, How To Train Your Dragon, The Smurfs, Madagascar, Shrek, Kung Fu Panda, Wow! Wow! Wubbzy!, and many others to life in enhanced storybook, imaginative play and learning apps. Our team makes digital products that kids love and parents value. Cupcake Digital apps are widely available to consumers on their favorite app stores for iOS and Android devices. For more information about Cupcake Digital, please visit www.cupcakedigital.com.

¹ *Android is a trademark of Google Inc.*

² *Available by end of 2014.*