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**VTECH® INTRODUCES NEW PANEL OF EXPERTS WITH MORE THAN 100 YEARS COMBINED EXPERIENCE,
FURTHERING COMPANY’S COMMITMENT TO EDUCATION**

(CHICAGO) – September 30, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the formation of a new strategic Panel of Experts to help support its continued commitment to developing innovative, educational toys. Combined, the esteemed Panel of Experts brings a lifetime of experience in reading, language arts, science, math, STEM education, childhood development and childhood psychology. These respected education experts will provide invaluable feedback on the development of all new product introductions, as well as the learning content for VTech’s app store, the Learning Lodge™. With more than 30 years history in creating award-winning learning toys, VTech will apply the expertise of the Panel of Experts to strengthen its position as a leading learning authority.

“VTech has believed in the importance of children learning through play for three decades, and we are working with the best educators from key knowledge areas to ensure that children are getting the very best for each age and stage of their development. We are excited to introduce our new Panel of Experts and look forward to the support they will lend to our learning heritage, thought leadership and expertise in educational toys,” said William To, President, VTech Electronics North America. “The collective knowledge these experts bring will be valuable in helping us continue to provide leading educational products and reinforce VTech as a go-to resource for parents.”

In addition to providing inputs during product development, the Panel of Experts will also share their expertise on VTech’s Parent Resource Center (www.vtechkids.com/parenting) to provide parents with trusted knowledge on a range of topics including technology, motor skills and cognitive development, as well as academic subjects including reading, science, math and how parents can foster STEM educational development in the home.

“It’s a privilege to join VTech’s Panel of Experts and work with a company that recognizes and values the education and learning experiences of children,” said Dr. Boehm. “I look forward to offering an academically-focused look at products as they’re in development and working with the other members so we can collectively contribute to new innovative, educational children’s toys.”

VTech’s Panel of Experts include:

Dr. Helen Boehm, *Psychologist, Author, and Parenting Resource Expert*

Dr. Helen Boehm is a distinguished psychologist and national authority on toys, play and the impact of media on children. She leads the independent advisory service, “FCC Ready”, which certifies educational programming compliance and advises on the development of children’s toys, television and digital products. The author of *Fearless Parenting for the New Millennium* and *The Right Toys: A Guide to Selecting the Best Toys for Children*, Dr. Boehm has also written articles on kids' media and play for *Psychology Today*, *Working Mother* and *Redbook*.

Dr. Lise Eliot, *Early Childhood Mental Development Expert*

Dr. Lise Eliot is Associate Professor of Neuroscience at The Chicago Medical School of Rosalind Franklin University of Medicine & Science. A Chicago native, she received an A.B. degree from Harvard University, a Ph.D. from Columbia University, and did post-doctoral research at Baylor College of Medicine in Houston. In addition to more than 50 published peer-reviewed journal articles and magazine pieces on children's brain and mental development, Dr. Eliot has authored two books.

Dr. Francis (Skip) Fennell, *Mathematics Expert*

Dr. Francis (Skip) Fennell is a mathematics educator whose work has been widely published in professional journals and textbooks relating to Pre-K to 8 mathematics education. He is the L. Stanley Bowlsbey professor of education and Graduate and Professional Studies at McDaniel College in Maryland, where he directs the Brookhill Foundation supported Elementary Mathematics Specialists and Teacher Leaders Project.

Dr. Carla C. Johnson, *Science and STEM Expert*

Dr. Carla Johnson is an internationally renowned scholar in science education and STEM education policy implementation. She is a Professor of Science Education and Associate Director of the Center for Research and Engagement in Science and Mathematics Education (CRESME) at Purdue University. As a STEM expert, she has authored more than 60 publications including several books, research manuscripts, and a curriculum series.

Dr. Eric Klopfer, *Platform Learning Expert*

Dr. Eric Klopfer is Associate Professor and the Director of the MIT Scheller Teacher Education Program and the Director of the The Education Arcade. His research focuses on the development and use of computer games and simulations for building understanding of science and complex systems. He is the creator of StarLogo TNG, a platform for helping kids create 3D simulations and games using a graphical programming language, as well as several mobile game platforms including location-based Augmented Reality games, and ubiquitous casual games.

Dr. Deborah Sharp Libby, *Early Childhood Language and Reading Expert*

Dr. Deborah Sharp Libby is a leading reading expert specializing in elementary education. She graduated from The University of Pittsburgh with a Doctorate in Reading, Language Arts and Children's Literature, and earned her Masters in Reading, a Reading Specialist Certificate and a Bachelors degree in Elementary and Early Childhood Education from Ohio State University. Dr. Libby taught elementary education courses at The University of Pittsburgh and both undergraduate and graduate courses in topics such as early childhood and elementary reading, language arts and children's literature at Slippery Rock University.

To hear more from VTech's Panel of Experts, including parenting tips and advise on how children learn through play, please visit VTech's Parent Resource Center at www.vtechkids.com/parenting.

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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® 2S Wi-Fi Learning App 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 350 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 more than 600 titles by the end of 2013. 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.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Ltd. is headquartered in Hong Kong with distribution globally. VTech is the largest supplier of ELPs from infancy to preschool in the US 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.