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VTech Introduces The First Tablet Specially Designed for Babies
Available Exclusively at WalMart
Durable, Educational Tablet Designed to Grow With Your Child

CHICAGO – (November 21, 2012) VTech Electronics North America, LLC (www.vtechkids.com/) announced today the launch of the first Learning App Tablet designed both with babies in mind and to grow with a child, suitable for ages 12 months to 9 years. The InnoTab 2 Baby, the latest addition to VTech's ever-expanding high-quality platform line, has been designed with learning experts to deliver age-appropriate activities for infants. It is full of specially crafted activities for babies and comes pre-loaded with 16 infant related apps including learning games, songs, creativity apps, baby's first e-book, and over 100 signs from the leading baby sign language organization, Baby Signs, Inc. (www.babysigns.com). The tablet has all of the great features of the InnoTab 2 but special attention has been made to ensure it is robust and durable for little hands including a protective gel skin. Available exclusively at WalMart stores and through walmart.com, InnoTab 2 Baby retails at \$89.96.

"The InnoTab 2 Baby is a great addition to VTech's range of award winning Learning App Tablets and we're delighted to be selling it exclusively through WalMart outlets. Parents will appreciate the chance to save their own tablets from sticky hands, while at the same time provide age-appropriate learning content and entertainment to their child," said William To, President of VTech Electronics North America. "InnoTab 2 Baby is packed with baby-appropriate features and we are particularly proud to include over 100 signs from Baby Signs, Inc, the only research-based baby sign language program which has been pioneered by specialist doctors since the 1980s". InnoTab 2 Baby is a great example of an educational toy that will grow with a child and at the same time offer incredible value for astute shoppers. The InnoTab 2 range, including the InnoTab 2 Baby, allows parents to download engaging content with peace of mind knowing that the content is age-appropriate, educational and fun because they are downloading it from our Learning Lodge Navigator."

"We are delighted to bring our Baby Signs collection to a broader audience through VTech's InnoTab 2 Baby Learning App Tablet", said Dr. Linda Acredolo, co-founder of Baby Signs, Inc. "VTech's recognition and inclusion of our sign language program is a perfect fit for this baby-appropriate learning toy, and we are pleased to be giving parents and babies alike greater communication skills through a fun, easy to use product from a highly reputable electronic learning company".

InnoTab 2 Baby is a great investment tablet that will keep children engaged and entertained while they learn, from 12 months to 9 years old. The multi-media tablet, with a 5 inch touch screen, has a sleek design and high-tech features. While being used by an infant, the gel skin ensures that the tablet is protected but as a child grows this can be removed to ensure that kids get the most out of their own touch-screen tablet which is also equipped with a new rotatable digital camera and video recorder. The InnoTab range offers age-appropriate learning content through its large range of cartridges featuring kids' favorite characters available for \$24.99 from major retailers and at vtechkids.com. With a USB connection to VTech's download center, the Learning Lodge Navigator, parents and kids can choose from hundreds of downloadable e-books, games, music, and videos for more fun and learning. See our entire range of InnoTab downloads at vtechkids.com

Key Product Features

- **5" brilliant color touch screen**
- **Protective gel skin and 2 baby-friendly styluses included**

- **Baby Sign Language:** Develop a baby's language skills with the included sign language video which teaches 100 popular signs using the Baby Signs Program. Download and purchase more videos from VTech's Learning Lodge Navigator
- **Rotatable camera for memory capture:** Capture, store and view photos of baby's family and friends
- **Personalization:** Add a personalized voice greeting and customize the tablet with personal photos
- **Comes with FREE on-board activities:** Receive added value with your InnoTab 2 Baby purchase including: 3 learning games designed for babies, baby's first e-book, and 12 songs for play time and bed time
- **Photo slide show:** Enjoy a slide show from the included Animal Photo Album cartridge and view zoo, sea and forest animals
- **Grow with me library of downloads:** From when they are babies through to 9 year olds children can engage with their favorite licensed characters by downloading from hundreds of apps, including games, e-books, music, videos and much more that teach kids reading, logic, problem solving, music, creativity, and more from VTech's download center, the Learning Lodge Navigator.

Available at Walmart and Walmart.com

VTech's InnoTab 2 Baby is available exclusively with WalMart and online through Walmart.com for \$89.96 (<http://www.walmart.com/ip/VTech-InnoTab-2-Baby/22171663>).

The InnoTab 2 Baby will be available the week after Thanksgiving, just in time for the Holidays.

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, www.facebook.com/VTechtoys on Facebook, or follow @VTechToys on Twitter.

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