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**VTECH® KICKS OFF 2014 WITH NEW PROMOTIONS TO HELP EXTEND PLAY
BEYOND THE HOLIDAYS**

Enhance VTech Gifts with New Accessories

(CHICAGO) – January 9, 2014 – Tablets were one of the hottest gifts this holiday season, and if children received the InnoTab® 3S from VTech®, a world leader in age-appropriate and developmental stage-based electronic learning products for children, parents will want to protect it and get the most out of that investment.

“We’re excited about the success of our InnoTab 3S and can’t wait for parents and children to explore the tablet’s full potential,” said William To, President, VTech Electronics North America. “With 650 learning and entertainment apps available for download and lots of product accessories, we are offering parents many ways to extend play and make it new and exciting for kids throughout the new year.”

Learning Lodge

The InnoTab 3S comes with 20 free apps, including VTech Kid Connect™, a groundbreaking communication app that lets kids and parents send voice messages, text messages, stickers, photos and drawings. In addition to the free apps, parents can explore more than 650 additional apps on the Learning Lodge™ (www.vtechkids.com/learninglodge), VTech’s comprehensive app store. The wide variety of content 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. The Learning Lodge gives parents and children access to purchase hundreds of engaging, age-appropriate games, videos, e-Books and music, endorsed by VTech’s team of educational experts. Featured through the downloads and software cartridges are popular characters from Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Turbo™, Teenage Mutant Ninja Turtles, Bubble Guppies, Penguins of Madagascar, Kung Fu Panda, Lalaloopsy, Paw Patrol and Sesame Street®. The downloads are compatible with all InnoTab generations.

Accessories for the InnoTab Learning Tablet range

The InnoTab 3S is built tough but children can get extra protection and customize their tablet with fun accessories (www.vtechkids.com/accessories). When kids just can't put down their InnoTab, the VTech AC Adaptor lets them power up for hours of uninterrupted game time. Colorful folio cases and sleek gel skins let them express themselves while durable carry cases provide storage for their favorite cartridges. In addition, a screen protector will keep the screen free from dust and scratches. When traveling, parents will appreciate the headphones, offering excellent audio quality with a volume limiter so kids can listen safely. A car adaptor also provides a convenient power supply for long car trips.

Go! Go! Smart Wheels®

Go! Go! Smart Wheels (www.vtechkids.com/gogosmartwheels), a new line from VTech in 2013, topped toddlers' wish lists this past holiday season. If they received one of VTech's popular playsets, parents can extend the play and keep it fresh with new Go! Go! Smart Wheels vehicles available from just \$7.99 each. All the vehicles are compatible with the playsets and will respond to SmartPoint™ locations with different phrases, cheerful melodies, sing-along songs or sound effects, offering new ways to play and learn. In addition, the Go! Go! Smart Wheels Deluxe Track Set features 30 interchangeable track pieces that are compatible with all the playsets, letting kids expand and customize their track for miles of learning. Plus, parents can purchase additional compatible playsets and truly open up the Go! Go! Smart Wheels world of play.

Promotions

To help parents save money in 2014, VTech is offering some exciting promotions throughout the month of January at www.vtechkids.com/specialoffers:

- January 7 – 13: 20% off Kid Connect Premium
- January 14 – 20: 25% off InnoTab 3S accessories
- January 21 – 28: Three game cartridges for \$40 with free shipping

For more information about the VTech product range, please visit www.vtechkids.com.

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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 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 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 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.