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**VTECH® UNVEILS WIDE RANGE OF DEVELOPMENTAL LEARNING TOYS AT  
2013 AMERICAN INTERNATIONAL TOY FAIR**

*VTech® Reaffirms Commitment to Education and Innovation*

**(NEW YORK) – February 10, 2013** – VTech® ([www.vtechkids.com](http://www.vtechkids.com)) announced today its new lineup at the 2013 American International Toy Fair. VTech’s new introductions infuse cutting-edge technology into developmental stage-based learning toys to enhance the play experience, stimulate the senses, ignite a child’s imagination and, most importantly, make learning fun. In this ever-changing world of technology and play, VTech’s commitment to innovation is unsurpassed, and is demonstrated throughout its extensive array of Switch & Go Dinos®, Go! Go! Smart Wheels™ vehicles and playsets and its InnoTab range of learning tablets.

“For more than 30 years, we have embraced the belief that children learn best when they are having fun, which is why we deliver innovative learning toys that teach important skills, behaviors and concepts, all while invoking fun and sparking a child’s natural curiosity and imagination,” said William To, President, VTech Electronics North America. “VTech understands play. VTech understands learning. And VTech understands technology. It’s the combination of all three, when done exceptionally, that enhances the play experience, stimulates the senses and ignites a child’s imagination.”

VTech’s 2013 range of new introductions include:

**Infant and Preschool**

With nearly 40 new product introductions in this category, VTech has the largest line of infant and preschool electronic learning products<sup>1</sup>, each one chock-full of play value for unlimited,

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open-ended fun. From encouraging mobility and exploration among newborns to introducing preschoolers to early learning skills, VTech provides the appropriate learning tools for every age and stage of a child's development.

Whether kids are being introduced to everyday life skills such as their daily routine, first words and emotions with **Cody The Smart Cub™** and **Cora The Smart Cub™**, packing for a learning adventure with the **Roll & Learn Activity Suitcase™**, playing fun racing games and learning about letters, phonics, words, numbers with the **3-in-1 Race & Learn™**, or transforming a shopping cart to a kitchen while learning about food and colors with the **2-in-1 Shop & Cook Playset**, VTech's latest additions to its expansive line of infant and preschool toys introduce children to early learning skills and help establish a lifetime love of learning. The new infant and preschool items range in price from \$10.99-\$79.99.



### **Switch & Go Dinos®**

What do you get when you combine two of boys' favorite playthings, dinosaurs and vehicles, with a cool transformation feature and awesome sound effects? VTech's **Switch & Go Dinos!** From a Velociraptor to a helicopter and from a Stygimoloch to a race car, and more, innovative technology opens up a world of endless imagination and creativity. The evolving line, now featuring more than 15 Switch & Go Dinos, ranges in price from just \$12.99 to \$69.99.



Each of the collectible Switch & Go Dinos features high-quality electronics and a unique transformation feature to provide a 2-in-1 imaginative play experience. In dinosaur mode, sound effect buttons emit realistic dinosaur sounds and phrases that teach facts about each dino, providing kids with fun and enriching playtime. The hero of this year's line, Jagger the T-Rex™, transforms from a super-cool construction crane to a fierce Tyrannosaurus Rex and features innovative voice recognition technology.

### **Go! Go! Smart Wheels™**

**Go! Go! Smart Wheels™**, VTech's new introduction for toddlers, enhance one of the most popular play patterns while teaching important learning skills, boosting imaginative play

through cause and effect, encouraging interactivity and providing an outlet for good old-fashioned role play.

Each playset features SmartPoint™ locations that can be recognized by Go! Go! Smart Wheels™ SmartPoint™ vehicles. As a vehicle is rolled over a playset's different SmartPoint locations, the car will flash, play greetings, fun sounds, short tunes and sing-along songs.

With vehicles starting at as little as \$7.99, and complementary playsets from \$14.99, Go! Go! Smart Wheels demonstrates a renewed fervor for quality and innovation in the toddler vehicle aisle. Affordably priced, this extensive product line features more than 20 different playsets, vehicles and accessories including a **Train Station**, **Construction Site** and an **Airport** that can connect and expand into an entire world of imagination, truly unleashing a child's creativity.



### **InnoTab® Learning App Tablet Range**

VTech's **InnoTab® 2S Wi-Fi Learning App Tablet** offers children their very own tablet that opens up a world of educational content across a wide variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun. Featuring a secure wireless connection to VTech's comprehensive app store, the Learning Lodge™, parents can easily browse and download a variety of content, from learning games and e-books to music and videos, in line with their child's stage of development, as well as with their age and interests. Children can also explore this content, pick their favorites, create a wish list and send the list right to their parents' e-mail. This content includes popular characters such as Mike the Knight™, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Angelina Ballerina®, Jake & the Neverland Pirates, Sesame Street and more. Parents can track their child's progress, offer encouragement and share in their pride when kids reach new learning milestones. The InnoTab 2S lets parents rest assured that their children are embarking on a fun, educational learning experience.



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Innovation in the InnoTab range can also be seen through the **InnoTab 2 Baby**, the first tablet designed with a growing child in mind, with special content geared towards even the youngest of learners, starting at 12 months. This tablet includes content specifically for infants, including Baby Sign Language, with 100 popular signs, baby's learning games, photo slideshows featuring zoo, sea and forest creatures, and much more. It also comes with a soft, removable gel bumper that helps protect the InnoTab 2 Baby from drops and tumbles, and has multiple activities geared towards infants and toddlers, including a simple Noah's Ark e-book, sing-along nursery rhyme songs, and drawing and coloring activities. With an extensive software cartridge library and compatibility with all InnoTab content on VTech's Learning Lodge™, the InnoTab 2 Baby grows right along with a child. The InnoTab 2 Baby, priced at \$89.00, is an investment in a child's future, and will expand with them as they learn and grow.



For more information about VTech's new products, please visit [www.vtechkids.com](http://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. 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](http://www.VTechKids.com), [www.facebook.com/VTechToys](http://www.facebook.com/VTechToys) on Facebook, or follow @VTechToys on Twitter.

<sup>1</sup>NPD, US Toy POS Monthly Data, 2012