



Media Contact
Nicole Centinaro
Coyne Public Relations
973-588-2000
ncentinaro@coynepr.com

**SIX VTECH® DEVELOPMENTAL LEARNING TOYS AWARDED THE NATIONAL PARENTING
CENTER'S SEAL OF APPROVAL**

Products Honored for Educational and Engaging Content

(CHICAGO) – April 30, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced six of its products geared for infants and preschoolers received the acclaimed 2014 Seal of Approval from The National Parenting Center. VTech's Busy Learners Activity Cube™, Write & Learn Touch Tablet™, Go! Go! Smart Wheels® Airport Playset, Switch & Go Dinos® Turbo T-Rex Launcher, and InnoTab® Learning Cartridges Disney Junior's Sofia the First and Doc McStuffins were each recognized by the organization. The Seals of Approval were awarded following ten weeks of consumer testing by parents and children at The National Parenting Center's test centers.

"We are proud to receive this special recognition from The National Parenting Center," said William To, President, VTech Electronics North America. "These awards are a testament to our reputation for producing diverse, educational products that parents and kids can enjoy together at every age and developmental stage."

"VTech's products received top praise from both our parent and child testers for their innovative and illuminating qualities that engage children of all ages while helping them learn," said David Katzner, President of The National Parenting Center. "These six products exemplify VTech's standing as a leader of electronic learning platforms and showcase the impressive depth of the company's product ranges."

VTech works closely with a panel of children's learning specialists on the development of its infant and preschool learning products. Each one of the Expert Panel members specializes in developmental or educational fields for children from birth through nine years of age. VTech and the Expert Panel collaborate to ensure their products and content deliver the best learning experience possible for every child at every stage of development.

Each child grows at a different pace mentally, emotionally and physically, and has different needs as they grow through various life stages. Insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. VTech delivers an expansive selection of toys that are appropriate for their child's particular age and stage and to accompany them as they continue to grow and reach new developmental milestones. These recommendations have been compiled into a Milestones guide, which can be found at www.vtechkids.com/milestones.

VTech's 2014 Seal of Approval winners include:

Busy Learners Activity Cube™: Exploration and fun is around every corner with the Busy Learners Activity Cube. With five sides of discovery and 14 manipulative features, this interactive toy stimulates baby's senses and encourages them to twist, spin and press their way through fun learning activities. (MSRP: \$17.99, ages 6-36 mos.)

Write & Learn Touch Tablet™: This electronic drawing tablet offers a progressive approach to early writing skills as a child traces lines, shapes, objects, letters and numbers on the drawing screen. Playful sounds and animations bring letters to life while children practice early writing skills through six learning activities and 19 animated stories that build language skills and encourage them to draw. Kids can play a fun hide and seek game to explore letters and numbers with a variety of animals or be creative with Free Draw and draw anything they wish like a true artist! (MSRP: \$19.99, ages 3-6)

Go! Go! Smart Wheels® Airport Playset: The Go! Go! Smart Wheels airplane responds to the airport's six SmartPoint™ locations with different phrases, music or fun sound effects. It's playtime with miles of learning! The airplane also teaches letters and pretend play, while the airport strengthens fine motor skills and builds children's imaginations through pretend play. The control tower antenna turns to "fly" the plane on cloud platform and the tracks can be reconfigured or connected to other Go! Go! Smart Wheels playsets (each sold separately) to encourage creativity. (MSRP: \$24.99, ages 1-5)

Switch & Go Dinos® Turbo T-Rex Launcher: Rip and roar with the Switch & Go Dinos Turbo T-Rex Launcher. The T-Rex Launcher includes one electronic Switch & Go Dinos Turbo T-Rex that easily transforms from a dino to race car in a few easy steps. Use the launcher to turbo charge the dino or race car, then blast it from the mouth of the T-Rex. The faster kids charge, the farther it goes! At top speeds, the T-Rex races more than 20 feet! The launcher works with other Switch & Go Dinos Turbo dinosaurs (each sold separately). (MSRP: \$14.99, ages 3-8)

InnoTab® Learning Cartridge Disney Junior's Sofia the First: It's Jumble Day and everything is topsy-turvy at Royal Prep! Princess Sofia discovers all her classrooms have changed places. She needs help getting to class! Play games to help Sofia and her friends in the Sofia the First game for InnoTab. Tap the tablet to move Sofia and Minimus up and down as they race along in Flying Horse Riding Class. Touch the screen to create magic paintings with Sofia in Art Class and tap the magic wand to watch them come to life! Learn how Sofia becomes a princess in Story Mode

with the interactive e-Book. Take pictures with favorite characters and scenes (camera activity only compatible with InnoTab systems with a camera). Seven learning games and two creative activities teach counting, colors, patterns, problem solving and more! Join Sofia on this wild and thrilling day! (MSRP: \$24.99, ages 3-6)

InnoTab® Learning Cartridge Disney Junior's Doc McStuffins: Help Doc McStuffins give her toys a check-up so she can take their ouchies away in this fun tablet game. Read a story about Lambie and Doc in an e-Book, color in Doc's Big Book of Boo-Boos and play games with Doc and her friends. Take pictures with different Doc McStuffins characters and stamps (camera activity only compatible with InnoTab systems with a camera). Kids can even help Lambie complete a dance with Bella Ballerina by remembering the sequence of dance moves in "Ballet Dance Party." Learn reading, vocabulary, observation, logic, memory, math, visual skills, creativity, healthy living and more. The Doc is in! (MSRP: \$24.99, ages 4-7)

Both Disney Junior's Sofia the First and Doc McStuffins InnoTab Learning Cartridges are compatible with InnoTab Learning Tablets. A range of educational cartridges are available, offering age-appropriate games, e-Books and more that allow children to progressively learn key subjects such as math, reading and science in steady stages. Interactive e-Books teach reading and vocabulary, while creative activities and camera fun inspire children's imaginations.

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

###

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® 3S 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 Expert Panel, 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 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.

About The National Parenting Center Seal of Approval Program

The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to TNPC's support services, identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.