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VTech Hatches Switch & Go Dinos in New Toy Aisle

Leading Electronic Learning Toy Company Introduces Interactive Dinosaur/Vehicle Transforming Toy for Boys

CHICAGO – (February 10, 2012) VTech (www.vtechkids.com) is evolving beyond its educational roots with the launch of new Switch & Go Dinos, bringing what they do best in technology and toys to the vehicle aisle for the first time. Combining two of boys' favorite play patterns, the toys uniquely morph back and forth from dinosaur to vehicle, providing an interactive 2-in-1 play experience for boys ages 3-8. Each Switch & Go Dino comes equipped with an LCD screen for customized animation, dinosaur and vehicle sound effects and educational dinosaur facts. These features combine to bring each Switch & Go Dino to life, offering kids a personalized, immersive and enriching play experience.

"We are excited to be branching out to bring the innovation we are known for beyond the learning toy aisle, while still holding true to our core values of providing a fun and enriching play time for kids," said Tom McClure, Director of Marketing for VTech Electronics North America. "For the first time, we are using our newest technology to bring toys to life with Switch & Go Dinos, and we believe parents will feel good about seeing a familiar and trusted brand in the toy vehicle aisle."

Switch & Go Dinos provides:

- ***Innovative Play Experience***

Each toy features a customizable LCD screen, allowing boys to personalize their play experience by choosing dinosaur eyes when in dinosaur mode and driver faces when in vehicle mode. Dramatic dinosaur and vehicle sound effects brings the toys to life, creating an immersive play experience.

- ***Education***

In dinosaur mode, action buttons trigger interesting facts about each dinosaur as they come to life to exclaim up to 30 expressions, such as, "I'm a herbivore. I chow down on plants." and "They call me spine-lizard because of the long spines on my back."

- ***Collectible Line***

Switch & Go Dinos features an entire line of seven unique and collectable dinosaur toys, including four starter toys: Sliver the T-Rex, T-Don the Pteranodon, Tonn the Stegosaurus and Horns the Triceratops; two mid-level toys: Attila the Ankylosaurus and Span the Spinosaurus; and the ultimate Switch & Go Dino: Brok the Brachiosaurus.



Brok the Brachiosaurus in Dinosaur Mode



Brok the Brachiosaurus in Vehicle Mode

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Recent focus group research from the company highlights several features moms pointed out about new Switch & Go Dinos, mentioning that the toy has fewer steps to transform back and forth from dinosaur to vehicle, which would be less frustrating, and thus more engaging for their child, as compared to other transforming toys on the market. Additionally, moms feel the toy's educational features are unique to other toy vehicles on shelves.

Moms also appreciate the value, as they are getting two toys for the price of one with Switch & Go Dinos, which packs in double the play time for kids. In fact, many moms in the focus group guessed the price points to be higher for the line of toys because of the electronic and mechanical features.

Switch & Go Dinos will be making their debut at this February's American International Toy Fair and will be on shelves starting in Fall 2012. The toys will be available at Target, Wal-Mart, Toys R Us and other major retailers and online at www.vtechkids.com and www.amazon.com. Suggested retail prices range from \$15.99 to \$49.99. For more information and images of Switch & Go Dinos, please visit <http://www.virtualpressoffice.com/kit/i3uc>.

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/switchandgodinos, www.facebook.com/VTechToys on Facebook, or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter. Also, be sure to follow our ultimate Switch & Go Dino Brok the Brachiosaurus on his first journey to Toy Fair on Twitter [@Broksays](https://twitter.com/Broksays).

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