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**VTECH®'S POPULAR SWITCH & GO DINOS® GET REVVED UP WITH
EXCITING, NEW ACTION-PACKED TURBO LINE**

Innovative Technology Allows for Imaginative, Inspired Learning

(NEW YORK) – February 18, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced Switch & Go Dinos® Turbo, an expansion of its popular line of award-winning toys. Loved by both parents and kids alike, Switch & Go Dinos combine two children's classics – dinosaurs and vehicles – with a cool transformation feature for the ultimate in fun and creativity. The evolving line which now includes exciting Turbo products and the first remote controlled Switch & Go Dinos, are on display at the 2014 American International Toy Fair.

"We're excited to continue to evolve our Switch & Go Dinos line after two successful years," said William To, President of VTech Electronics North America. "Parents love that these products allow kids to be imaginative and creative, yet also provide educational content. And kids are engaged in the nonstop action, speed, crashing and sounds. With our new action-packed Turbo dinos and launchers, we are continuing to provide kids a new way to play, learn and have fun."

Each of the collectible Switch & Go Dinos Turbo feature high-quality electronics and a unique transformation feature to provide a 2-in-1 imaginative play experience. With new flywheels, kids can rev up the action as the dinos race and roar across the floor. They also emit realistic dinosaur and vehicle sounds and phrases that teach facts about each dino, providing kids with fun and enriching playtime.

The newest dinosaurs to the product line include:

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Switch & Go Dinos® Turbo Bronco the RC Triceratops™*: Bronco the RC Triceratops, the first remote control dino from Switch & Go Dinos Turbo, transforms from a fierce Triceratops to a sleek race car with the push of a button on his remote control! Use the remote control to move forward, backward, left and right in both vehicle and dino modes. Then charge the turbo boost lever to give him a burst of speed! Press the buttons on the remote to turn on his headlights, hear realistic sound effects and learn cool dino facts. Bronco's LCD screen displays cool customizable dinosaur eyes and driver animations. Ages 3-8 years, MSRP: \$44.99.



Switch & Go Dinos® Turbo Digger the Woolly Mammoth™: Digger, a rugged Woolly Mammoth from Switch & Go Dinos Turbo, fuses a dinosaur and a construction excavator into one awesome play experience. Charge him up and try to reach maximum power for a quick dash in mammoth mode or a powerful launch in excavator mode. Press Digger's buttons to move his trunk, listen to realistic sound effects and learn cool mammoth facts. Crash the durable mammoth and hear exciting sounds! Digger's LCD screen displays cool customizable mammoth eyes and driver animations. Ages 3-8 years, MSRP: \$29.99.



Switch & Go Dinos® Turbo Triceratops Deluxe Launcher: Rip and roar with the Switch & Go Dinos Turbo Triceratops Deluxe Launcher! The included Turbo Triceratops easily transforms from a dino to race car in a few easy steps. Turbo-charge it using the launcher and blast it from the mouth of the Triceratops. The faster you charge, the farther it goes. At top speeds, the race car travels more than 20 feet! Then set the boulders inside the volcano and try to launch the car through the narrow tunnel. Be careful, if it hits the sides, the volcano will explode and send boulders flying. Ages 3-8 years, MSRP: \$19.99.



Switch & Go Dinos® Turbo Assortment: Sleek, speedy race cars transform into fierce dinos, including a lightning-fast Triceratops, swift T-Rex, spiky Stegosaurus and armored Ankylosaurus in the new Switch & Go Dinos Turbo product line. Kids can rev up the action with flywheels that let the dinos race and roar across the floor. Each dino also emits realistic vehicle and dinosaur sounds and phrases that teach fun facts about each dino. The range features six new dinos, including Dart the Triceratops, Zipp the T-Rex, Spur the Stegosaurus, Fray the Ankylosaurus, Cruz the Spinosaurus and Spinner the Stygimoloch. Ages 3-8 years, MSRP: \$9.99 each.



For more information on the new Switch & Go Dinos, 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® 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 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 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.

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