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**VTECH® RECORD & LEARN KIDISTUDIO™ HONORED
WITH SCHOLASTIC PARENT & CHILD® MAGAZINE GOLD STAR TOY AWARD**

Musical Toy for Early Learning Recognized by Top Parenting Magazine

(CHICAGO) – November 10, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced its Record & Learn KidiStudio™, a standout from its infant and preschool collection, earned a Gold Star Toy Award from *Scholastic Parent & Child*® Magazine. Geared for ages three to six, the Record & Learn KidiStudio goes beyond a simple musical keyboard, letting kids alter their voices with different melodies and indulge their inner DJ with sound effects and tempo-changing features. The top 24 winning kids' products are featured in the November issue of the magazine and online at www.scholastic.com/goldstarwinners.

"The Record & Learn KidiStudio is the ultimate fun learning tool for kids to develop an early love of music," said William To, President, VTech Electronics North America. "We've received extremely positive feedback on this product and our entire new infant and preschool line. The full range demonstrates the diversity and versatility of our products, which are all designed for educational and engaging play experiences."

The Record & Learn KidiStudio lets kids perform like a rock star! Kids can explore a variety of musical instruments, adjust the tempo and sing-along to the music while recording a musical masterpiece to share with family and friends. The light-up keyboard lets them follow the lights and learn to play their favorite melodies. Kids can choose an instrument and use the keyboard to play that instrument's different sounds, or press the cymbal or tap along on the drum to add a beat to the song. They can even pretend to be a DJ with the scratch disc sound effect and speed up or slow down the tempo to match their style. Sing along to 20 melodies in Rock, Hip Hop, Jazz and Techno styles with a real voice-changing microphone. (MSRP: \$39.99, ages 3-6 years).

The editorial team at *Scholastic Parent & Child* reviewed hundreds of products and sent the top contenders out to readers to test at home with their children. The winning toys were selected based on the following criteria: innovative and cool; magnetic and engaging for the child; mind-expanding or educational; and an excellent value to the consumer. The toys also had to be new for 2014 and available from a U.S. retailer.

“The Record & Learn KidiStudio encompasses all the qualities we look for when selecting Gold Star Award winners,” said Jane Nussbaum, *Scholastic Parent & Child* Editor-in-Chief. “It’s a fun, engaging toy that we think kids will love and parents will feel good about giving this holiday season.”

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 9 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 resource, which can be found at www.vtechkids.com/milestones.

For more information about the complete 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 multiple award-winning products such as the InnoTab® MAX, its first children’s learning tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech’s comprehensive app store, features a robust library of more than 800 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 Ltd. is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.