



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

**VTECH® BOLSTERS LEARNING LODGE™ CONTENT WITH TWO NEW DOWNLOAD TITLES –
TURBO™ AND TEENAGE MUTANT NINJA TURTLES: TURTLE POWER!**

Now Available for the InnoTab Learning Tablet Range

(CHICAGO) – September 18, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, is excited to announce the continued expansion of its comprehensive app store, the Learning Lodge™, which includes more than 600 apps teaching key curriculum. The new software downloads - Nickelodeon's Teenage Mutant Ninja Turtles: Turtle Power! and DreamWorks Animation's Turbo™ - feature learning games and e-books, delivering the educational benefits and content parents look for in a way that's fun for children. The downloads are compatible with the award-winning InnoTab Learning Tablet range.

"We are thrilled to offer parents and children engaging downloads featuring the popular characters they love," said William To, President, VTech Electronics North America. "Our strong partnerships with DreamWorks and Nickelodeon allow us to provide fun, educational, age-appropriate content that resonates with our customers, strengthens our Learning Lodge app store and continues to invest in VTech's position as a learning authority."

In Teenage Mutant Ninja Turtles: Turtle Power!, kids can play along with 10 interactive learning games that teach about math, science, geometry, vocabulary and more as they follow the Turtles from their hidden sewer lair. Kids can tilt the tablet up and down to move and jump in the Turtle Skateboard game, read the "Mousers Attack!" e-book and enjoy photo activities and two creative games. Teenage Mutant Ninja Turtles: Turtle Power! is recommended for ages 5 to 8 years and retails for \$24.99.

DreamWorks Animation: Turbo is an exciting new game that teaches kids problem solving, letters, memory, patterns and more. Kids can help Turbo prepare for the Big Race in seven interactive learning games such as "Rally Cross-Time Trials" and "Snail Pace Race," or decorate Turbo's shell for a press event in "Custom Shell." Turn the InnoTab left or right to steer and jump in the race. Kids can also read the Turbo e-book and story dictionary, take photos and decorate them with Turbo stickers and frames. Turbo is recommended for ages 4 to 7 years and retails for \$24.99.

VTech's InnoTab range offers children their very own tablet that opens up a world of age-appropriate educational content across the widest 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. InnoTab 2S and 3S offer wireless connectivity for under \$100 while InnoTab 3 delivers a powerful punch in a compact size and at an affordable price of \$69.99.

The Learning Lodge gives parents and children access to purchase hundreds of engaging, age-appropriate games, videos, e-books and music, endorsed by VTech's team of educational experts. By the end of the year, the Learning Lodge will expand from its current library of 350 titles to over 600 titles that teach reading, math, social studies, handwriting, science, problem solving, geography and more. The wide variety of educational and engaging content and curriculum is tailor-made for each age group and is suitable for toddlers to grade-schoolers, giving every child an opportunity to expand their learning potential while keeping them entertained. Parents can even track their child's learning progress online. Featured throughout the downloads and software cartridges are popular characters such as Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Jake & the Never Land Pirates™ and Sesame Street®. Additional new titles for 2013 on the Learning Lodge include Monsters University®, Planes®, Doc McStuffins®, Sofia the First® and more.

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

###

DreamWorks Turbo ©
2013 DreamWorks Animation LLC.
All Rights Reserved.

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® 2S Wi-Fi Learning App 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 350 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 more than 600 titles by the end of 2013. 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 Advisory Council, 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 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 Nickelodeon

Nickelodeon, now in its 34th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 18 consecutive years. For more information or artwork, visit www.nickpress.com. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).