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VTECH® EXPANDS ITS AWARD-WINNING GO! GO! SMART WHEELS®, FRIENDS AND ANIMALS LINES

Imaginative Playsets Offer Maximum Toddler Fun

(NEW YORK) – February 15, 2015 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, is maximizing toddler fun with the expansion of its award-winning Go! Go! Smart family, including extensions to the Wheels and Animals lines, and introducing Go! Go! Smart Friends®. Infusing technological innovation into established play patterns to enhance a child’s overall play experience is at the heart of the Go! Go! Smart line. From the first Go! Go! Smart Wheels® remote control vehicles to Go Go Smart Friends’ innovative MagicChat™ feature, kids will love engaging in imaginative role-play as they develop fine motor skills, a key milestone for little ones. The extensive product lines feature nearly 75 different playsets, accessories, animals, vehicles and figures, and are on display at the 2015 North American International Toy Fair®.

“With Go! Go! Smart Wheels, VTech really took a fresh look at toddler play, the success lying in incorporating traditional role-play with modern technology,” said William To, President of VTech Electronics North America. “With the continued evolution into Go! Go! Smart Animals® and now Go! Go! Smart Friends, we’ve honed in on the themes that parents and kids love in order to provide innovative products that offer cause-and-effect learning and maximize toddler fun.”

Go! Go! Smart Wheels

The flagship line of the Go! Go! Smart family, Go! Go! Smart Wheels introduced children to a fun and engaging, multi-sensory learning experience by combining one of the most popular play patterns with VTech’s innovative technology. The successful line demonstrated a renewed fervor for quality and innovation in toddler vehicles and paved the way for VTech to develop an entire world of imagination for children.



For the first time, the growing collection of Go! Go! Smart Wheels includes remote control vehicles and advanced mechanical play. The massive Go! Go! Smart Wheels Ultimate RC Speedway™ comes with an RC SmartPoint® Racer and a chunky remote with simple buttons, made just for little hands, giving kids more ways to play and adding even more play value to the line. The speedway joins the existing Go! Go! Smart Wheels collection, giving kids more than 35 playsets and vehicles to connect and expand the world, truly unleashing a child’s creativity. Suggested retail prices start at \$7.99 for vehicles and range up to \$59.99 for deluxe playsets.



Go! Go! Smart Animals

Following a well-received launch last year featuring popular zoo animals, Go! Go! Smart Animals is expanding further with new farm animals and playsets. By launching the line with kids’ favorite zoo animals, the likable animals quickly became collectibles which contributed to the overall success of the line and helped lay the groundwork for the next generation of playsets. The introduction of farm animals, which are also well-known and loved by children of all ages, was the next natural progression for the series and meets the demand for new animals. The collection is anchored by the Grow & Learn Farm™, featuring SmartPoint® locations that work with every SmartPoint animal and vehicle. As an animal or vehicle is rolled over the playset’s various SmartPoints, it will flash and play phrases, fun sounds, short tunes or sing-along songs. New additions to the Go! Go! Smart Animals collection brings the total number of playsets and animals to more than 20, with suggested retail prices ranging from \$7.99 – \$39.99.



Go! Go! Smart Friends

Go! Go! Smart Friends combines the traditional role-play and modern technology found in Go! Go! Smart Wheels and Go! Go! Smart Animals with unique characters packed with personality. Building on the success of Wheels and Animals, the natural instinct for children to role-play and learn about the world around them through the people in their daily lives provided the inspiration for the Friends line. The collection features special MagicPoint™ technology that brings the characters and playsets to life with lights, sounds, music and motion, while delivering manipulative play features and charming details, giving children a comprehensive, multi-faceted play experience. In addition, the Go! Go! Smart Friends Busy Sounds Discovery Home™ includes VTech’s innovative MagicChat feature which allows two figures to chat and sing



songs together (additional figure sold separately). Go! Go! Smart Friends features a line-up of 16 playsets and characters, now available in wide distribution, and suggested retail prices range from \$8.99 – \$44.99.

“Building on the successful introductions of Go! Go! Smart Wheels and Go! Go! Smart Animals, we’ve seen firsthand how infusing technological innovation into established play patterns can further enhance a child’s experience,” continued To. “By adding characters that children can relate to and truly role-play, we know we have another winning line, and we’re very excited with the direction of the Go! Go! Smart family.”

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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, VTech’s first children’s tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, 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 Limited 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.

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