



Media Contact

Nicole Centinaro
Coyne Public Relations
973-588-2000

ncentinaro@coynepr.com

**BUILT FOR LEARNING, INSPIRED BY FUN: VTECH® INTRODUCES
INNOTAB® 2 BABY AND INNOTAB® 2S WI-FI LEARNING APP TABLET**

New Tablets Provide the Ultimate in Learning Fun

(NEW YORK) – February 11, 2013 – Put your kids on the fast track to learning with the InnoTab® 2 Baby and InnoTab® 2S Wi-Fi Learning App Tablet from VTech® (www.vtechkids.com). Currently on display at the 2013 American International Toy Fair, VTech’s InnoTab range offers children their very own tablet that opens up a world of 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.

“We are thrilled to expand our InnoTab product line to include the first tablet specifically designed for infants. We are continuing to assert our commitment to innovation by providing children with developmental learning toys that enhance play experiences, stimulate senses, ignite imaginations and make learning fun,” said William To, President, VTech Electronics North America. “And, with InnoTab 2S featuring Wi-Fi, VTech is putting access to learning content right at a child’s fingertips.”

By providing children with quality educational activities for each age and developmental stage, parents can track their child’s progress through the online Learning Lodge™, offer encouragement to their children and share in their pride when they reach new learning milestones.

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The InnoTab product range includes:

InnoTab® 2 Baby

InnoTab 2 Baby is the first tablet designed with a growing child in mind, with special content geared towards even the youngest of learners, starting at 12 months. This tablet includes content specifically for infants, including Baby Sign Language, with 100 popular signs, baby's learning games, photo slideshows featuring zoo, sea and forest creatures, and much more. It also comes with a soft, removable gel bumper that helps protect the InnoTab 2 Baby from drops and tumbles, and has multiple activities geared towards infants and toddlers, including a simple Noah's Ark e-book, sing-along nursery rhyme songs, and drawing and coloring activities. With an extensive software cartridge library and compatibility with all InnoTab content on VTech's Learning Lodge™, the InnoTab 2 Baby grows right along with a child. The InnoTab 2 Baby is an investment in a child's future, and will expand with them as they learn and grow. Ages 12 months-9 years, MSRP: \$89.00.



InnoTab® 2S Wi-Fi Learning App Tablet

VTech's InnoTab 2S Wi-Fi Learning App Tablet offers children their very own tablet that opens up a world of educational content across a wide 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. Featuring a secure wireless connection to VTech's comprehensive app store, the Learning Lodge™, parents can easily browse and download a variety of content, from learning games and e-books to music and videos, in line with their child's stage of development, as well as with their age and interests. Children can also explore this content, pick their favorites, create a wish list and send the list right to their parents' e-mail. This content includes popular characters such as Mike the Knight™, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Angelina Ballerina®, Jake & the Neverland Pirates, Sesame Street and more. Parents can track their child's progress through the online progress log, offer encouragement and share in their pride when kids reach new learning milestones. The InnoTab 2S lets parents rest assured that their children are embarking on a fun, educational learning experience. Ages 3-9 years, MSRP: \$99.99.



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For more information about the complete InnoTab 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. 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, www.facebook.com/VTechToys on Facebook, or follow @VTechToys on Twitter.