



Go! Go! Smart Wheels® Ultimate RC Speedway™ by VTech® Named to Walmart's "Chosen by Kids" Top 20 Holiday List

Remote Controlled Playset for Toddlers Top Kids' Picks of the Season

CHICAGO, October 9, 2015 /PRNewswire/ Today VTech® announced its Go! Go! Smart Wheels® Ultimate RC Speedway™ was named to Walmart's "Chosen by Kids" Top 20 list, recognizing the hottest toys of the upcoming holiday season. The honor marks the second consecutive year VTech's acclaimed Go! Go! Smart Wheels line was handpicked by kids for a spot on the exclusive list.

"Our Go! Go! Smart line has succeeded in bringing a twist to classic play patterns, with innovative technology powering engaging, age-appropriate content for interactive play experiences," said William To, President, VTech Electronics North America. "The Go! Go! Smart Wheels Ultimate RC Speedway is our most ambitious Go! Go! Smart playset to date and our first to use remote control technology. We are extremely proud of the early reception this set has received and thrilled kids recognize its extreme play value."

The interactive Go! Go! Smart Wheels Ultimate RC Speedway lets kids control the action with a steering wheel-shaped remote control that moves the RC SmartPoint® Racer through four action zones and over nine SmartPoint locations. The speedway is 4.5 feet of interchangeable tracks and features a stunt ramp, elevator, movable gears, starting flags and track switches that are all triggered by the RC race car. Ralph and his race car entertain little ones with a light-up driver button that activates playful music and fun sounds. He also teaches the letter "R" and the vehicle's name. Parents can purchase another RC SmartPoint Racer (sold separately) so kids can race a friend. (Ages 1-5 years, MSRP: \$59.99)

"We've made a tradition out of letting kids tell us which toys will be most popular during the holidays and VTech's Go! Go! Smart Wheels Ultimate RC Speedway was a top choice," said Anne Marie Kehoe, VP of Toys, Walmart U.S. "The kids have played, laughed and spoken and their selections this year unveiled four toy trends and gave us a peek at just what they may want to be when they grow up. These trends include toys for Future Foodies, Veterinarians in Training, Adventure-Seekers in the Making and Dreaming Design Stars."

The Go! Go! Smart Wheels Ultimate RC Speedway was recognized as an action-packed toy for kids seeking adventure and joined other seasonal toy trends indicated by Walmart, including innovations that inspire kitchen creativity and larger-than-life decorative playsets for future designers. The Go! Go! Smart line consists of Go! Go! Smart Wheels, Go! Go! Smart Friends® and Go! Go! Smart Animals®, which includes a 2015 Toy of the Year (TOTY) Award winner.

For more information, visit www.vtechkids.com/gogosmartwheels

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 25 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. 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.

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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