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**VTECH® INNOTAB® 2S WI-FI LEARNING APP TABLET HONORED AS PART OF  
SPRING TOY INSIDER HOT TOYS LIST**

*Learning Tablet Recognized One of the Hottest Travel Toys for the Spring and Summer*

**(CHICAGO) – May 1, 2013** – VTech® ([www.vtechkids.com](http://www.vtechkids.com)), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced that its InnoTab 2S Wi-Fi Learning App Tablet, one of the first children’s learning based tablets with Wi-Fi, has been selected as one of the hottest travel toys for the spring and summer season by *the Toy Insider*. The preeminent consumer publication for toys, *the Toy Insider* Spring Edition features five categories for both spring and summer toys to assist gift givers in selecting the “hottest” toys for the outdoor and travel season.

“Kids’ tablets were a huge trend for the holidays and demand is even greater this year,” said Laurie Schacht, Toy Insider Mom. “Tablets packed with lots of fun and educational content will keep children’s minds fresh throughout the summer months and are just the thing to keep kids entertained on long trips.”

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.

“We are thrilled to be honored by *the Toy Insider* as part of their spring hot toys list,” said William To, President, VTech Electronics North America. “It is wonderful to be recognized as we continue to strive to create innovative, educational electronics that put access to learning content right at a child’s fingertips.”

The InnoTab 2S Wi-Fi Learning App Tablet features a secure wireless connection to VTech’s comprehensive app store, the Learning Lodge™, where children can explore games, e-books, videos, music and more, pick their favorites, create a wish list and send the list right to their

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parents' e-mail. Parents can then approve the wish list, which sends the purchases wirelessly, directly to the InnoTab 2S.

The Learning Lodge features more than 350 educational games, e-books, music and videos developed specifically for each child's unique stage of development, as well as with their age and interests. The broad library of subjects includes reading, math, social studies, science, creativity, problem solving and so much more! Starting with activities suitable for toddlers and expanding to grade schoolers, the Learning Lodge gives every child an opportunity to expand their learning potential while keeping them entertained.

Featured throughout the downloads and software cartridges are popular characters such as Mike the Knight™, Angelina Ballerina®, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Teenage Mutant Ninja Turtles®, Jake & the Neverland Pirates, Sesame Street and more. New titles coming out on the Learning Lodge beginning in June include: Monsters University®, Turbo®, Planes®, and more. Parents can track their child's progress through the Learning Lodge™ 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.

Entering its eighth year, *the Toy Insider* is made up of a panel of industry experts that review hundreds of products each and every year. As parents first and toy experts second, the team reviews each product to evaluate product features and overall value, narrowing their selections to the best of the best.

For more information about InnoTab 2S and the complete VTech product range, please visit [www.vtechkids.com](http://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](http://www.VTechKids.com), [www.facebook.com/VTechToys](https://www.facebook.com/VTechToys) on Facebook, or follow @VTechToys on Twitter.

**About *the Toy Insider*:**

*The Toy Insider* is THE SOURCE for the hottest toys and gifts throughout the year. Entering its eighth year, *the Toy Insider* panel is made up of toy industry experts, led by industry veterans Jonathan Samet, publisher of *The Toy Book*, the leading trade publication for the toy industry; Jackie Breyer, editor-in-chief of *The Toy Book*; and Laurie Schacht, Toy Insider Mom and leading spokesperson to consumers on toys and gifts. Laurie appears regularly on the *Today* show, *ABC News*, *Good Day New York*, and many others to introduce consumers to the latest toys and gifts for kids and families. To learn more, visit [www.thetoyinsider.com](http://www.thetoyinsider.com).