



Media Contact

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com

FROM BIRTH TO PRESCHOOL, VTECH® HAS IT ALL

Company's Infant and Preschool Products Grow with Kids and Make Learning Fun for All Ages

(NEW YORK) – February 12, 2013 – VTech® (www.vtechkids.com) has a full line of developmental stage-based infant and preschool learning toys that provide the appropriate tools for every age and stage of a child's development. With nearly 40 new product introductions in this category, VTech has the largest line of infant and preschool electronic learning products¹, each one chock-full of play value for unlimited, open-ended fun. From encouraging mobility and exploration among the youngest of infants, to introducing preschoolers to early learning skills, VTech's latest addition to its line of infant and preschool toys introduce children to early learning skills and help establish a lifetime love of learning.

"Parents know that every child learns at a different rate and we are proud to continually provide them with a full range of infant and preschool toys that grow with their children through every age and stage of development," said William To, President, VTech Electronics North America. "By infusing technology and innovation into our products, we enhance the play experience and stimulate the senses as children explore the foundations of early learning."

The latest introductions to VTech's infant and preschool line, available this fall, include:

Cody The Smart Cub™ and Cora The Smart Cub™: With Cody The Smart Cub and Cora The Smart Cub (sold separately), children are introduced to valuable every-day life skills such as their daily routine, first words and emotions. Cody and Cora know exactly what

time it is and children will grow and learn with their smart cub every day through daily morning greetings, bedtime music and holiday and birthday wishes. Parents can share in the developmental journey online through VTech's app store, the Learning Lodge™, and personalize the smart cub with their child's name, favorite stories, and more. Right out of the box, Cody and Cora include 40 phrases, four sing-along songs, two stories and 30



melodies and parents can easily download 130 melodies, 20 stories and many more activities via VTech's Learning Lodge™. Ages 6-36 months, MSRP: \$19.99 each.

Roll & Learn Activity Suitcase™: Pack for a learning adventure with the Roll & Learn Activity Suitcase. This travel-themed learning suitcase features an interactive activity panel on its front with four light-up piano keys, a removable phone, fun dog character, spinning gears and more for an imaginative play experience. Children can open the suitcase to pack their things, and an easy-grab handle lets them take their fun on-the-go. Little travelers will learn first words, greetings in English and Spanish, modes of transportation and famous places as well as strengthen their fine and gross motor skills. The suitcase includes more than 30 melodies and sing-along songs. Ages 12-36 months, MSRP: \$36.99.



2-in-1 Shop & Cook Playset™: The 2-in-1 Shop & Cook Playset transforms from a shopping cart to a kitchen in a few simple steps. The cart responds with fun phrases and sounds and when kids are ready to cook their meal, the cart becomes a play kitchen complete with a sink, oven, stove burner and cutting board. The playset encourages pretend play and exploration while teaching about food, colors, numbers, music, following directions and more. Ages 2-5 years, MSRP: \$49.99.



3-in-1 Race & Learn™: Exciting missions await with the 3-in-1 Race & Learn. Kids can switch the driving console to car, motorcycle or jet mode to play fun racing games and learn about letters, phonics, words, numbers and much more. Driving simulation with a steering wheel, LCD screen and shifting joystick help build hand/eye coordination while mastering multi-tasking skills. The different modes of play teach upper and lower case letters, and phonics, while racing games help teach numbers and shapes. With changing speeds and nine different race courses, the 3-in-1 Race & Learn encourages independent play, while vibration and sound effects enhance imaginative play with "real" driving sensations. Whether cruising, racing or flying, children will be off on a real learning adventure. Ages 2-5 years, MSRP: \$29.99.



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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.

¹*NPD, US Toy POS Monthly Data, 2012*