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THE EVOLUTION CONTINUES AS VTECH® EXPANDS SWITCH & GO DINOS® LINE

Company's Innovative Technology Delivers Engaging Play Experience for Boys

(NEW YORK) – February 12, 2013 – What do you get when you combine two of boys' favorite playthings, dinosaurs and vehicles, with a cool transformation feature and awesome sound effects? VTech's (www.vtechkids.com) Switch & Go Dinos®. From a Velociraptor to a helicopter and from a Stygimoloch to a race car, and more, innovative technology opens up a world of endless imagination and creativity. The evolving line, featuring 15 Switch & Go Dinos is on display at the 2013 American International Toy Fair.

"Based on the success of last year's Switch & Go Dinos, we are thrilled to introduce an expanded collection for 2013," said William To, President, VTech Electronics North America. "The innovation we've infused into our dinos shows VTech's absolute strength in using technology to deliver an engaging and imaginative play experience."

Each of the collectible Switch & Go Dinos features high-quality electronics and a unique transformation feature to provide a 2-in-1 imaginative play experience. In dinosaur mode, sound effect buttons emit realistic dinosaur sounds and phrases that teach facts about each dino, providing kids with fun and enriching playtime.

Kids will love collecting all 15 Switch & Go Dinos. The latest dinosaurs to evolve include:

Jagger the T-Rex™: Jagger the T-Rex™ transforms from a super-cool construction crane to a fierce Tyrannosaurus Rex in just a few simple steps. Combined with voice recognition technology, Jagger is one of the coolest Switch & Go Dinos® yet! Play in crane mode with an awesome 360 degree rotatable-extending



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crane, a mini-transforming bulldozer, a voice-activated launcher-fired drill bit and realistic crane sound effects. Switch to dinosaur mode to see Jagger's animated dinosaur eyes and his powerful stomping feet. Jagger even recognizes and responds to specific voice commands. Say "Roar with me," and hear him roar with his voice-activated motorized jaw. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! He's one of the biggest dinosaurs to roam the earth...and as a crane, now he can move the earth, too! Ages 3-8 years, MSRP: \$69.99.



Blister the Velociraptor™: Blister the Velociraptor™ transforms from a super-cool helicopter to a fierce Velociraptor in just a few simple steps. Play in helicopter mode with a cool button-controlled spinning propeller, bright LED search-light and a launcher-fired rescue claw. Equipped with a motion sensor, Blister responds to movement with realistic helicopter sound effects. Switch to dinosaur mode to see Blister's animated dinosaur eyes, moveable arms and his long, curved, sickle-like claws. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! He's quick and agile! You never know when this transforming dinosaur toy is going to launch a surprise attack! Ages 3-8 years, MSRP: \$24.99.



SkySlicer the Allosaurus™: SkySlicer the Allosaurus™ transforms from a jet plane into a fierce Allosaurus! Play in jet plane mode by choosing your pilot on the 1.5" LCD screen, or have fun with the high-flying wings and realistic jet plane sound effects. Switch to dinosaur mode to see SkySlicer's animated dinosaur eyes, his powerful arms and big, strong tail. Sound effect buttons play realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Join SkySlicer on his favorite adventure...this guy loves to hunt! Ages 3-8 years, MSRP: \$15.99.



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MC Roar the Giganotosaurus™: MC Roar the Giganotosaurus™ transforms from a vehicle to an intimidating Giganotosaurus in just a few simple steps. Play in vehicle mode by choosing your driver on the 1.5" LCD screen, shiny wheels and realistic vehicle sound effects. Switch to dinosaur mode to see MC Roar's animated dinosaur eyes, his powerful jaws and big, strong claws. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$15.99.



Stompsalot the Amargasaurus™: Sir Stompsalot transforms from a classic hot rod to an intimidating Amargasaurus in just a few simple steps. Play in hot-rod mode with a cool windshield, hot exhaust pipes and realistic hot rod sound effects. Switch to dinosaur mode to see Sir Stompsalot's menacing light-up dinosaur eyes, his long neck and wicked spine. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.



Quiver the Stygimoloch™: Blink and you just might miss him! Quiver transforms from a super speedy race car to an intimidating Stygimoloch in just a few simple steps. Play in race-car mode with a driver's seat, sleek racing tires and realistic race car sound effects. Switch to dinosaur mode to see Quiver's menacing light-up dinosaur eyes, his spiky horns and powerful legs. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.



Torr the Therizinosaurus™: Transform from a rugged, off-road vehicle into a cool dinosaur in just a few simple steps with Torr the Therizinosaurus™! Play in vehicle mode with an open roof, tough tires and realistic off-road vehicle sound effects. Switch to dinosaur mode to see Torr's light-up dinosaur eyes, his razor sharp claws and powerful body. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.



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Akuna the Velociraptor™: Transforms from a super-fast motorcycle to a fierce Velociraptor in just a few simple steps. Play in motorcycle mode with a cool windshield, tail pipe and realistic motorcycle sound effects. Switch to dinosaur mode to see Akuna's light-up dinosaur eyes, his curved claws and stiff tail. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.



For more information on the new Switch & Go Dinos, 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.