



Expandable Three-in-One Touch & Learn Activity Desk™ Deluxe from VTech® Available Now

Transforming Desk Features Interactive Desktop and Activity Cards for Endless Fun and Discovery

CHICAGO, July 11, 2016 /PRNewswire/ Today VTech® announces the availability of the **Touch & Learn Activity Desk™ Deluxe**, a three-in-one desk with interactive activity cards for more fun and discovery. Building on the success of the original Touch & Learn Activity Desk™, the new deluxe version offers even more features parents and children will love, including grow-with-me content that is expandable for extended play value. With an interactive desktop and five pages to explore, the Touch & Learn Activity Desk Deluxe is filled with engaging content including letters, numbers, music, colors and more. An LED display illustrates letter and number stroke order and how to draw basic shapes. Eight expansion packs (each sold separately) each focus on a specific curriculum, such as reading skills, animals and numbers.

“Parents loved our original desk due to the variety of activities and levels, making it a top-rated item online, yet consumer feedback showed we could make it even better,” said William To, President, VTech Electronics North America. “Parents wanted even more content and we incorporated that into the new version by offering affordable expansion packs to extend the fun and discovery. We’re sure the new Touch & Learn Activity Desk Deluxe will be even more popular than the original with kids and parents alike.”

The Touch & Learn Activity Desk Deluxe has three modes as it transforms from a desk into an easel and chalkboard, with plenty of storage space for art supplies to encourage natural play and discovery. For even more fun, toddlers can play with the toy telephone or listen to fun tunes on the music player. A stool is included so kids can enjoy hours of play with this creative and interactive system.

Designed for children between two and five years old, each Touch & Learn Activity Desk Deluxe expansion pack includes a cartridge and four double-sided pages that focus on a specific curriculum with additional engaging content. Expansion packs feature nursery rhymes, numbers, shapes, animals, preschool and kindergarten readiness, reading skills and foundational math. Each pack provides up to 26 activities with up to 180 interactive touch points for kids to explore.

“The Touch & Learn Activity Desk Deluxe offers a variety of engaging content that introduces important developmental concepts at an early age,” said Dr. Deborah Libby, Early Childhood Language and Reading Expert and VTech Expert Panel Member. “Research shows that early interactions with language, letters, vocabulary and reading are the basic building blocks of literacy and language development.”

The Touch & Learn Activity Desk Deluxe retails for \$54.99 and expansion packs are \$9.99 each. It is available online now and at major retailers nationwide in August. For more information and retail availability, visit www.vtechkids.com/activitydesk.

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 40 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. The company also has a broad range of award-winning infant and preschool products available in 24 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.

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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