



VTech® Drives Innovation and Play Value with Award-Winning Go! Go! Smart Lines

New Playsets, Vehicles and Animals Come to Life with Proprietary SmartPoint® Technology

NEW YORK, February 14, 2016 /PRNewswire/ Today VTech® expands its award-winning Go! Go! Smart Wheels® and Go! Go! Smart Animals® product lines, featuring its innovative SmartPoint® technology that truly brings the toys to life while teaching cause-and-effect, first words, letters and more. The collections provide engaging experiences with an irresistible blend of technology and established play patterns, delivering multi-sensory learning to maximize toddler fun. New introductions are on display at the 2016 North American International Toy Fair®.

“The ongoing success of our Go! Go! Smart product lines exemplifies the innovative, age-appropriate learning that is synonymous with VTech,” said William To, President, VTech Electronics North America. “We continue to look for new ways to invigorate our products with modern technology and added play value to enhance a child’s overall play experience.”

The colorful, interactive Go! Go! Smart lines let toddlers discover cause-and-effect learning as they engage in imaginative role-play and develop fine motor skills with help from fun, friendly vehicles and animals. They deliver these important developmental benefits that help children reach social, emotional, language, cognitive, physical and motor milestones. As a child places a SmartPoint vehicle or animal over SmartPoint locations found throughout the playsets, it will respond with lights, sounds and music. The playsets also connect with other Go! Go! Smart Wheels and Go! Go! Smart Animals tracks (each sold separately) to allow parents to affordably extend the play value and further encourage their children’s creativity.

New to Go! Go! Smart Wheels is the Treasure Mountain Train Adventure™ with its first motorized train that can climb hills on its own for uninterrupted play. The Blast-Off Space Station™ sets children’s imaginations soaring with manipulative play features to strengthen motor skills and innovative mechanical features like a rocket-blasting “black hole.” Go! Go! Smart Animals introduces domestic animals for the first time along with a furry animal collection. Toddlers can pamper their animals at the sprawling three-story Happy Paws Playland™, with a movable elevator and secret door to build fine motor skills and eight SmartPoint locations for stimulating interactivity.

Highlights of the Go! Go! Smart Wheels and Go! Go! Smart Animals lines, designed for children 1-5 years old and available later this year, include:

Go! Go! Smart Wheels® Blast-Off Space Station™: It's all systems go for learning with the Go! Go! Smart Wheels Blast-Off Space Station! Little astronauts will love helping the rocket lift off from the launch pad for an outer space adventure. They can maneuver down the space ramp, spin the galaxy or even pretend to tumble through a black hole. This out-of-this-world playset includes a variety of features to strengthen motor skills and teach cause-and-effect. Along the way, they'll use the included SmartPoint rocket to zoom past five SmartPoint locations to hear fun phrases, music and more. Press the toy rocket's light-up button to hear sing-along songs and learn the letter "R." Collect other SmartPoint vehicles, and connect to other Go! Go! Smart Wheels and Go! Go! Smart Animals playsets with tracks (sold separately) to encourage children's creativity.



Go! Go! Smart Wheels® Treasure Mountain Train Adventure™: It's a gold rush at the Go! Go! Smart Wheels Treasure Mountain Train Adventure. Turn on the motorized freight train and watch as it chugs around the tracks, through the tunnels and up hills on its own! The included train responds to nine SmartPoint locations with fun phrases, music and more. Pretend to mine for gold in the mountain by hammering the three shape-sorter blocks through the mine shaft. Each piece will roll down the mountain where it can be loaded onto the cargo car attached to the train. The gold mine also includes rotating gears and a crane to move the shape pieces around. Press the toy freight train's light-up button to hear three sing-along songs and learn the letter "F" and the name of the vehicle. Collect other SmartPoint vehicles, and connect to other Go! Go! Smart Wheels and Go! Go! Smart Animals playsets with tracks (sold separately) to encourage children's creativity.



Go! Go! Smart Animals® Happy Paws Playland™: Play and explore with the Go! Go! Smart Animals Happy Paws Playland. This exciting playland for pets has three light-up buttons at the top of the elevator that introduce time concepts and play sing-along songs, melodies and fun phrases. Put the adorable SmartPoint cat in the elevator and move it up and down to trigger playful responses on each floor. Then, hop on one of the two slides to travel back to the first floor. Place the carefree cat on the eight SmartPoint locations for more songs, melodies, sounds and phrases. The playland also includes a turning telescope, swinging hammock, a secret trap door and more that help build fine motor skills. Collect other SmartPoint animals, and connect to other Go! Go! Smart Wheels and Go! Go! Smart Animals playsets with tracks (sold separately) to encourage children's creativity.



Go! Go! Smart Animals® Roll & Spin Pet Train™: All aboard the Go! Go! Smart Animals Roll & Spin Pet Train! Watch the hamster wheel spin and the crocodile teeter-totter move up and down as little ones push the train along. Toddlers will develop motor skills with this activity-packed train as they rotate the smiley face, press the smoke stack, open and close the conductor window and more. Place the included SmartPoint hamster on one of the three SmartPoint locations to hear different phrases, music or fun sound effects, or press his light-up button to hear cheerful songs and learn the letter “H.”

Go! Go! Smart Animals® Furry Animal Assortment: Place these cute furry animals on SmartPoint locations, and they will respond with different phrases and more on Go! Go! Smart Animals playsets (each sold separately). Caroline is a charming cat, Dawn is a dutiful Dalmatian, Richard is a remarkable rabbit and Debbie is a darling Labradoodle. All the animals are fun to cuddle with due to their soft fur and plush heads. Press each of their light-up buttons to hear three sing-along songs and learn a letter and their animal name as kids play. Push the animals to hear fun sounds and six melodies. While a melody is playing, push them again to add fun sounds on top of the melody. Each Go! Go! Smart Animals character is unique. Collect them all to experience their friendly personalities (each sold separately)!

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. 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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