



VTech® Toys Named to Dr. Toy®'s List of 100 Best Children's Products

Touch & Learn Activity Desk™ Deluxe, Go! Go! Smart Friends® Enchanted Princess Palace™ and Bizzy the Mix & Move Bot™ Recognized

CHICAGO, November 18, 2016 /PRNewswire/ Today VTech® announced three of its products were selected as part of [Dr. Toy®'s 100 Best Children's Products](#). The Touch & Learn Activity Desk™ Deluxe, Go! Go! Smart Friends® Enchanted Princess Palace™ and Bizzy the Mix & Move Bot™ were recognized for meeting Dr. Toy's high standards for design, durability, price, quality, safety and value.

The Touch & Learn Activity Desk Deluxe offers a robust and versatile design that enhances a child's discovery and learning through its various pages and writing surfaces. The Go! Go! Smart Friends Enchanted Princess Palace and its interactive MagicPoint® locations allow for engaging role play, and Bizzy the Mix & Move Bot lets little ones explore their creativity through interchangeable accessories and fun phrases.

"VTech is incredibly honored that our toys have been recognized by Dr. Toy as the best children's products of the year," said William To, President, VTech Electronics North America. "We take great pride in meeting their extensive criteria, cementing our promise to provide innovative products that stimulate the imagination and deliver engaging play."

"All three of these VTech products have lasting play value and provide an age-appropriate balance of creative and educational experiences for children," said Dr. Stevanne Auerbach, a leading child development expert and founder of Dr. Toy. "The Touch & Learn Activity Desk Deluxe, Go! Go! Smart Friends Enchanted Princess Palace and Bizzy the Mix & Move Bot stood out for their meaningful playful interactions that inspire learning fun."

Additional details about VTech's award-winning products can be found at www.vtechkids.com and include:

- **[Touch & Learn Activity Desk™ Deluxe](#)**: The Touch & Learn Activity Desk Deluxe is a three-in-one desk with interactive activity cards that's expandable for more fun and discovery. The desk features an interactive desktop and five pages to explore that are filled with engaging content including letters, numbers, music, colors and more. Choose from eight expansion packs (each sold separately) that each focus on a specific curriculum like reading skills, animals and numbers. It also transforms from a desk into an easel and chalkboard with plenty of storage space for art supplies to encourage play and discovery. The LED display illustrates letter and number stroke order and how to draw basic shapes. For even more fun, toddlers can play with the toy telephone or listen to fun tunes on the music player. Enjoy hours of fun as kids create, discover and learn. (Ages 2-5 years, MSRP: \$54.99)
- **[Go! Go! Smart Friends® Enchanted Princess Palace™](#)**: Explore each magical room in the Go! Go! Smart Friends Enchanted Princess Palace. This epic palace expands to four feet long and has a variety of luxurious rooms including a ballroom, music room, kitchen, bedroom and observation tower. While exploring the palace with Princess Darla, place her on the five MagicPoint locations to

experience her friendly personality, lights and more. When Princess Darla sits at her MagicChat™ tea set table with a friend (additional characters sold separately), they will interact by chatting and singing with each other. The palace also has a clock with a movable hand and three light-up buttons that introduce words, colors, letters and numbers and play magical melodies and sing-along songs. Toddlers can create a whole kingdom featuring princesses, princes, fairies, magical creatures and more with Go! Go! Smart Friends characters and playsets (sold separately). (Ages 18 months - 5 years, MSRP: \$59.99)

- **Bizy the Mix & Move Bot™**: Now children can get creative as they build their own robot with Bizy the Mix & Move Bot. With 10 different accessories there are so many ways to encourage the role-play experience by creating a different robot every time they play. This playful bot illustrates cause and effect as children connect the 10 accessories to trigger fun responses. It also includes 10 fun and unique melodies that children can personalize by switching around the accessories to add in their own special sound effects. Bizy will guide children through various activities, allowing for creative, independent play. Bizy also loves to dance around to the music on his interchangeable legs or wheels. With Bizy around, the fun never stops! (Ages 2-5 years, MSRP: \$24.99)

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.

About Dr. Toy and Dr. Toy's 100 Best Awards

Noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy) has recognized the quality and value of VTech for many years. She is author of [Dr. Toy's Smart Play/Smart Toys: How to Select and Use the Best Toys and Games](#). She evaluates and selected best products for [Dr. Toy's Guide](#), www.drtoy.com.

Developed by Dr. Auerbach, the Dr. Toy's 100 Best Children's Products Program serves as a valued service to consumers who desire to purchase safe, affordable, educationally-oriented and stimulating toys and play products for children.

Using extensive criteria developed by Dr. Auerbach over many years, Dr. Toy's 100 Best Children's Products are very carefully chosen and evaluated based on selective criteria. The criteria includes: safety, design, durability, price, quality, value, age grading, name recognition, company dependability, and place of purchase.

The report of winning toys for Dr. Toy's 100 Best Toys and Children's Products for 2016 is available to parents, teachers and others interested in play and toys on Dr. Toy's Guide at www.drtoy.com.

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