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VTech® Enters Partnership to Offer Downloadable Nickelodeon Episodes on its Award-Winning Tablet

CHICAGO – (August 6, 2012) – VTech Electronics North America, LLC (<http://vtechkids.com/>), is excited to announce its partnership with the top entertainment brand for kids, Nickelodeon. Beginning late August, episodes of Nickelodeon's hit animated series including *Dora the Explorer*, *SpongeBob SquarePants* and *Bubble Guppies*, will be available for download from VTech's [Learning Lodge Navigator™](#) for kids to view on their new InnoTab® 2 learning tablet.

Kids will be able to take an adventure with Dora or enjoy laughs with SpongeBob on-the-go. Whether they're in the car or on the beach, they can always bring their favorite Nickelodeon characters along for the ride.

The InnoTab 2 learning tablet gives kids ages 3 to 9 their own 5" touch-screen tablet with FREE onboard activities to get them started, and a new rotatable digital camera and video recorder. This sleek and durable toy also comes equipped with a tilt sensor, photo viewer, video player, MP3 music player, e-reader, art studio, microphone and more. With 2GB onboard memory plus an expandable SD card slot for up to 32GB more, and now the addition of great video content from Nickelodeon, the InnoTab 2 will keep your child inspired while they learn.

"Nickelodeon properties have passionate fans who are eager for products associated with their favorite shows," said Sherice Torres, Senior Vice President of Home Entertainment, DTO and Videogame Licensing, Nickelodeon Consumer Products. "We're thrilled to be partnering with VTech and the InnoTab 2 learning tablet to keep kids entertained no matter where they are."

Nickelodeon videos will be sold in bundles of three (3) episodes (more than an hour of total run time) for \$7.50. Additionally, VTech will offer individual episodes for just \$2.99. Starting in October, the videos will also be available for download on VTech's original InnoTab.

"VTech is so excited about this partnership that brings together two of kids' favorite pastimes," said Tom McClure, Director of Marketing for VTech Electronics North America. "We know kids and parents are going to enjoy this ability to bring all of their favorite Nickelodeon characters and shows with them wherever they go."

InnoTab 2 has a suggested retail price of \$79.99 and is currently available for pre-order at www.Amazon.com, www.Target.com, Toysrus.com, www.Walmart.com and www.VTechKids.com/InnoTab2. The InnoTab 2 hits store shelves in mid-August.

About VTech

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Smile TV Learning System, is a world leader of age-appropriate learning toys. 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.

About Nickelodeon

Nickelodeon, now in its 33rd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 17 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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