



VTech® Named Walmart's Toy Supplier of the Year

CHICAGO, March 15, 2019 /PRNewswire/ VTech®, a world leader in age-appropriate and developmental electronic learning products for children, today announced it received the Walmart Supplier of the Year Award in the Toy category. Walmart, one of the nation's largest retailers, presented the award at its annual Supplier Growth Forum held February 26-27 in Rogers, Arkansas.

"We are honored to be recognized by Walmart and receive such a meaningful acknowledgement from a valued partner," said Andy Keimach, President, VTech Electronics North America. "We are proud of the work we've been able to accomplish together and look forward to continued success with our ongoing partnership."

The Supplier of the Year Awards are presented to the leading supplier in each major product category within Walmart. Over 4,500 suppliers attend this annual event, when Walmart lays out their strategy for the coming year and elicits partnership from suppliers to drive growth.

In 2018, VTech's Explore & Write Activity Desk™ was named to Walmart's Top Rated for Kids toy list, the sixth consecutive year a VTech toy was handpicked by kids for a spot on the exclusive list. VTech and Walmart also have a history of successful collaborations for exclusive product launches, including most recently, Chase Me Casey™. This is the first year VTech has received the "Toy Supplier of the Year" award from Walmart.

For more information, 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. 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 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, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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