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**VTech® Puts Kids Ahead in Educational Development with VTech University**  
***Program graduates earn a chance to win a \$25,000 college bond***

**CHICAGO (October 1, 2012)** – Today, VTech Electronics North America, LLC (<http://vtechkids.com/>) is launching VTech University (<http://vtechkids.com/university>) an online program that uses the gaming technology of VTech’s popular learning products, MobiGo® 2 and InnoTab®, InnoTab 2 and InnoTab 2S, to enhance early learning in children ages 3 to 9 years old.

As children in the U.S. statistically continue to lag behind in the fundamental areas of reading, math and science<sup>1</sup>, the company has designed VTech University’s curriculum to focus on those subjects to help children get a head start on their educational development. Graduates of the program will feel a huge sense of accomplishment with receiving a diploma at such an early age, and parents will be thrilled at the chance of their child winning\* a \$25,000 college bond upon completion of their curriculum. Additionally, due to the compatibility of the program with their child’s favorite toys, VTech’s InnoTab, InnoTab 2, InnoTab 2S and MobiGo 2 products, parents can feel good about the value their child is getting out of their playtime.

“VTech University reinforces our core mission of helping parents find new and fun ways to enhance the development of their children outside of the classroom,” said Tom McClure, Director of Marketing for VTech Electronics North America. “We know that kids learn the best when they are having fun and are engaged in what they are doing, so we are excited to launch this new online tool to further enrich their play experience.”

The VTech University curriculum offers a range of specialized online games across the three core subject areas of reading, math and science, targeted to each age group. Upon enrollment, the first assignment is to watch an entertaining video lesson from Professor and VTech Advisory Board Member Dr. Eric Klopfer, telling his new “students” what to expect from the program, and how fun it can be to learn something new.

“As kids become increasingly more tech-savvy at early ages, educational learning companies are doing more to capitalize on the growing appeal to pique children’s attention to learning at this critical, developmental age,” said [Dr. Eric Klopfer](#), Professor and VTech Advisory Council Member. “Programs like VTech University offer well-designed, educational games that will help kids develop skills that will benefit them in school and throughout their lives, and the best part is that they do this while learning to love learning.”

To enroll in the VTech University program, you must have one of VTech’s InnoTab, InnoTab 2, InnoTab 2S or MobiGo2 products and an active Learning Lodge Navigator ID, which can be easily set up through the Learning Lodge Navigator ([www.VTechKids.com/download](http://www.VTechKids.com/download)). VTech’s InnoTab, InnoTab 2 and MobiGo2 can be purchased now on [www.Amazon.com](http://www.Amazon.com), [www.Target.com](http://www.Target.com), [www.Toysrus.com](http://www.Toysrus.com), [www.Walmart.com](http://www.Walmart.com) and [www.VTechKids.com](http://www.VTechKids.com). InnoTab 2S will be available for purchase in late October.

<sup>1</sup>This is according to a [2012 report](#) by Harvard University’s Program on Education Policy and Governance.

Once enrollment is complete, free curriculum can be downloaded to a child's registered VTech device from the [Learning Lodge Navigator](#). Once connected, the devices will track completed courses so kids can pick up where they left off in the curriculum each day and parents can check in on their progress.

VTech University also offers Honors Curriculum for an advanced level of learning with three alternative games that can be purchased at a discounted rate of just \$6.99.

Children enrolled in VTech University will have until May 31, 2013 to complete the curriculum to be entered to win\* the \$25,000 college bond. Each child registered can enter the contest once. Parents can visit the [VTech University](#) website for contest details.

### **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/](http://www.vtechkids.com/), <http://www.facebook.com/VTechtoys> on Facebook, or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

\*NO PURCHASE IS NECESSARY TO ENTER OR WIN. Open to legal residents of the 50 U.S. & D.C., 18 or older who are a parent or legal guardian of a child between 3 & 8 years old. Void where prohibited by law. Entry begins at 10/1/12 & ends at 11:59pm EDT on 5/31/13. Subject to Official Rules, available at [http://www.vtechkids.com/university/prize\\_info](http://www.vtechkids.com/university/prize_info). Sponsor: VTech Electronics North America, LLC, 1156 W. Shure Drive, Suite 200, Arlington Heights, IL 60004.

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<sup>1</sup>This is according to a [2012 report](#) by Harvard University's Program on Education Policy and Governance.