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Find the Right Holiday Gifts for Babies with Help from VTech

Educational toys make fun gifts for infants and help kick start early learning

CHICAGO – (November 1, 2010): Purchasing gifts for infants can be a tough decision. They are too young to have a definitive interest like dinosaurs or princesses, but a more generic toy like a stuffed animal will be outgrown quickly and doesn't provide much lasting value.

VTech, the creator of the electronic learning products category, understands this dilemma and is introducing a wide range of products for children 3 to 36 months old just in time for the 2010 holiday season. The new line of infant toys was designed to create lasting entertainment value for babies and toddlers, while incorporating early learning directly into the play pattern. Research from a number of sources indicates that babies start learning earlier than previously thought – in some cases well before they are even born!

"Most people want to give babies (and their parents) presents that are practical, but also something that is exciting and engaging. VTech's infant toys meet these requirements by nurturing both cognitive and physical development, a combination that is extremely important at an early age," says Dr. Lise Eliot, Early Childhood Mental Development Expert and Associate Professor of Neuroscience at The Chicago Medical School of Rosalind Franklin University of Medicine & Science. "Many of the best infant toys help the child to start to recognize colors, sounds, textures and shapes, stimulating baby's developing sensory experience."

VTech is committed to creating educational products that help parents engage their children in early learning. And while no product is a substitute for parental interaction, VTech toys can be used as helpful tools to keep a child's mind and body growing through age-appropriate play and activities. With recognition from respected parenting and media organizations such as Parents Magazine, iParenting and The National Parenting Center among others, VTech has a proven track record of developing award-winning learning toys.

"We want to make it easy for gift-givers and parents to find the right toys for infants and toddlers," said Tom McClure, director of marketing, VTech Electronics North America, LLC. "VTech products are designed to grow along with children, extending the toy's value and opportunities for fun and learning as they develop."

Below is a sampling of new VTech infant products for all different ages.

Sing and Count Fish – Ages 6 to 18 months – SRP: \$9.99



It's tubby time with the Sing & Count Fish! This cute little fish has a large reservoir to fill with water that, when the water is poured out, will play melodies and sounds. Press the 1-2-3 button to learn numbers and hear fun phrases and sounds. Also, a mechanical fin spins and flashes adding to the visual appeal of this adorable fish.

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Counting Fun Elephant – Ages 9 to 24 months – SRP: \$24.99

VTech's Counting Fun Elephant combines learning with fun as your child distributes colorful balls through an air popper. It is up to a little birdie perched in a nearby nest to decide which path the balls can take, either through the fountain or over the piano keys. While the toy teaches numbers and counting, the elephant's cap lights up and the piano plays music that keeps your child engaged for endless playtime.



Submarine Learning Boat– Ages 9 to 24 months – SRP: \$17.99

The Submarine Learning Boat's dolphin captain teaches children about colors, numbers, animals, animal sounds and animal characteristics. The dolphin also likes to play a fun game of hide and seek, asking toddlers to help find some of his animal friends. With each press of a button, infants are rewarded with a squirt of water from the submarine's spout that has two different intensities of squirting to add to the surprise and fun of this learning bath toy. The Boat is also equipped with a water sensor, this little submarine knows when it is diving into the water for some wet and wild fun or if it has reached dry land for a little quieter play time.



3-in-1 Learning Zebra Scooter– Ages 18 to 36 months – SRP: \$44.99

The VTech 3-in-1 Learning Zebra Scooter converts easily from push walker to ride-on scooter. Kids can discover their wild side as they move with the zebra and explore new territory with the scooter's walkie-talkie, compass and flashlight. The zebra's mane features five light-up buttons that teach colors, animals and destinations, and the scooters fun horn button includes a volume control switch.



ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) Category and the award-winning V.Reader and MobiGo, is a world leader of age-appropriate learning products. 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 is headquartered in Hong Kong and is the world's largest manufacturer of cordless telephones and provides highly sought-after contract manufacturing services, with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.Vtechkids.com on the Web, www.facebook.com/VTech on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.