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VTech® Launches MobiGo™ and Combines Mom's Touch screen Technology With Kid-Friendly Edu-Gaming

VTech's MobiGo Sets the New Standard in Handheld Learning and Play

CHICAGO – (June 7, 2010): Leading educators and smart parents agree on one trend: there is a direct correlation between the way kids play and how they learn. With edu-gaming on the rise, parents are looking for new ways to provide a playful, educational experience for their children.

Fortunately, the hunt is over as VTech® (www.vtechkids.com), creator of the electronic learning products category and a leader in merging technology, education and fun, has designed a new device specifically for children that will entertain and educate, while keeping little fingers away from those expensive touch screen phones.

VTech launched MobiGo today, which combines popular touch screen technology with important early learning games that develop pre-school skills such as math, language and logic for 3- to 8-year-olds. Children can explore a world of learning through the interactive games, coloring book pages, drawing and playing instruments on MobiGo with the touch, tap and flick of their fingers. In addition to the touch screen, MobiGo has a QWERTY keyboard so older children can develop early typing skills. MobiGo recently received the Dr. Toy award for "Best Vacation Children's Product."

"VTech is excited to introduce MobiGo and change how kids can enjoy learning and play," said Tom McClure, director of marketing, VTech Electronics North America, LLC. "By marrying touch screen technology and educational gaming, we have created a unique platform that appeals to kids and parents alike."

An initial offering of 11 popular licensed MobiGo games are uniquely designed to ensure that even when children are engaging in "play," they are still developing the skills that are the bedrock for learning. MobiGo also comes with a free cartridge that holds seven learning games.

"MobiGo signals the next generation of handheld developmental play," said Dr. Michele Borba, author of *The Big Book of Parenting Solutions* and an internationally recognized educator and parenting expert. "The unique features of MobiGo allow for entertainment and early education to be seamlessly integrated into a single play experience."

VTech designed MobiGo to grow alongside kids; an online store launching in July will host free games and content available for quick and simple download onto MobiGo. Additionally, each time a child's MobiGo is connected to a PC or Mac their scores are automatically uploaded to their parent's registered account. Through this account parents will be presented with a useful overview of how their child is progressing through key learning curriculum, all of which are tailored to his or her age grade.

MobiGo - Ages 3 to 8 years – SRP: \$59.99 Touch Learning System



Innovative Touch screen Interface

MobiGo provides kids with touch controls that include tap, flick, pat and drag & drop, so that they can have fun while learning on the same technology as parents do with their touch screen devices. There is also a slide-open QWERTY keyboard that introduces older children to early text typing, an important skill to equip them for the tech-focused future.

Engaging Educational Gaming

From coloring, drawing and playing instruments, kids can discover a wide variety of fun and engaging learning games. MobiGo teaches a wide range of skills including math, vocabulary, spelling, logic and categorization. By hooking MobiGo up to a PC or Mac, parents can also receive status reports on their child's progress as they move through key learning curriculum tailored to his or her age grade.

Download Content, Then Hit the Road

MobiGo was designed to grow alongside kids for years to come; an online store will host free games and content available for quick and easy download. An included free cartridge holds seven games. And the durable, handheld MobiGo make learning fun when on-the-go and is equipped with headphone jacks.

Favorite Characters

At initial launch, 11 software titles (SRP: \$19.99 each) are available and include:

- Ben 10 Ultimate Alien
- Disney Fairies
- Dora the Explorer
- Mr. Men & Little Miss
- Shrek 4
- Disney/Pixar's Toy Story 3
- Disney/Pixar's Cars
- Disney Princesses
- Mickey Mouse Clubhouse
- NASCAR
- Super Hero Squad

What's more, today's kids love to mimic mom and dad as they longingly watch their parents touch and swipe their latest expensive and powerful gadgets. Yet strawberry jam is especially hard to clean out of a smartphone and parents can give a sigh of relief now that the MobiGo is here.

MobiGo will be available June 7th at Toys R' Us and nationwide in August at key retailers, www.amazon.com and www.vtechkids.com.

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 on the Web, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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