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**BUILT FOR LEARNING, INSPIRED BY FUN: VTECH® SHOWCASES
WIDE RANGE OF PRODUCTS AT TIME TO PLAY SPRING SHOWCASE**

InnoTab, Go! Go! Smart Wheels Provide the Ultimate in Learning Fun

(NEW YORK) – April 30, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, continues to assert its commitment to innovation and making learning fun with its current display of products at the Time to Play Spring Showcase (<http://www.timetoplaymag.com/>). From the top-rated Alphabet Activity Cube, VTech’s #1 new infant electronic learning toy released in Fall 2012¹, to the InnoTab® 2S Wi-Fi Learning App Tablet, one of the first children’s learning based tablets with Wi-Fi, VTech’s developmental learning toys enhance play experiences, stimulate senses and ignite imaginations.

“We know children learn best when they’re having fun, which is why we’re excited to showcase our wide range of products featuring our innovative technologies,” said William To, President, VTech Electronics North America. “We pride ourselves on being a trusted brand with parents and we are confident that with our latest introductions we will continue to help children learn key developmental and motor skills while also having fun.”

“We’re thrilled to have VTech at the Spring Showcase, they are showing some very exciting toys,” said Chris Byrne, content director for TimetoPlayMag.com, aka The Toy Guy®. “The company continues to demonstrate innovative applications of technology combined with classic learning play to create toys that are relevant, engaging, and entertaining for today’s kids—and a great value for consumers.”

The items on display at the Time to Play Spring Showcase include:

InnoTab® 2S Wi-Fi Learning App Tablet

VTech’s InnoTab 2S Wi-Fi Learning App Tablet offers children their very own tablet that opens

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¹ Source: The NPD Group / Retail Tracking Service; Infant Electronic Learning; Aug’12-Dec’12; Dollars

up a world of educational content across a wide variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun. Featuring a secure wireless connection to VTech's comprehensive app store, the Learning Lodge™, children can explore the games, e-books, videos, music and more, pick their favorites, create a wish list and send the list right to their parents' e-mail. Parents can then approve the wish list, which sends the purchases wirelessly, directly to the InnoTab 2S.

The Learning Lodge features more than 350 educational games, e-books, music and videos developed specifically for each child's unique stage of development, as well as with their age and interests. The broad library of subjects includes reading, math, social studies, science, creativity, problem solving and so much more! Starting with activities suitable for toddlers and expanding to grade schoolers, the Learning Lodge gives every child an opportunity to expand their learning potential while keeping them entertained.

Featured throughout the downloads and software cartridges are popular characters such as Mike the Knight™, Angelina Ballerina®, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Teenage Mutant Ninja Turtles®, Jake & the Neverland Pirates, Sesame Street and more. New titles coming out on the Learning Lodge beginning in June include: Monsters University®, Turbo®, Planes®, and more. Parents can track their child's progress through the Learning Lodge™ Progress Log, offer encouragement and share in their pride when kids reach new learning milestones. The InnoTab 2S lets parents rest assured that their children are embarking on a fun, educational learning experience. Ages 3-9 years, MSRP: \$99.99.

InnoTab® 2 Baby

InnoTab 2 Baby is the first tablet designed with a growing child in mind, with special content geared towards even the youngest of learners, starting at 12 months. This tablet includes content specifically for infants, including Baby Sign Language, with 100 popular signs, baby's learning games, photo slideshows featuring zoo, sea and forest creatures, and much more. The InnoTab 2 Baby is the ideal learning tool for little ones and helps them achieve early developmental milestones such as cause and effect, sensory development and motor skills. It also comes with a soft, removable gel bumper that helps protect the InnoTab 2 Baby from drops and tumbles, and has multiple activities geared towards infants and toddlers, including a simple Noah's Ark e-book, sing-along nursery rhyme songs, and drawing and coloring activities.

Parents can add hundreds of additional apps by visiting and downloading content through VTech's app store, the Learning Lodge™, allowing the InnoTab 2 Baby to expand with a child as they learn and grow. With an extensive software cartridge library and compatibility with all InnoTab content, the InnoTab 2 Baby truly is an investment in a child's future. Ages 12 months-9 years, MSRP: \$89.00.

Go! Go! Smart Wheels

Go! Go! Smart Wheels enhance one of the most popular play patterns – good old-fashioned role play – while teaching important learning skills, boosting imaginative play through cause and effect and encouraging interactivity.

Each playset features SmartPoint™ locations that can be recognized by Go! Go! Smart Wheels vehicles. As a vehicle is rolled over a playset's various SmartPoint locations, the car will flash, play greetings, fun sounds, short tunes and sing-along songs.

With vehicles starting at as little as \$7.99, and complementary playsets from \$14.99, Go! Go! Smart Wheels demonstrate a renewed fervor for quality and innovation in the toddler vehicle aisle. Affordably priced, this extensive product line features more than 20 different playsets, vehicles and accessories including a Train Station, Construction Site and an Airport that can connect and expand into an entire world of imagination, truly unleashing a child's creativity.

Alphabet Activity Cube

The Alphabet Activity Cube is one of VTech's top-rated infant and preschool learning toys. With five interactive sides and activities for eight different developmental stages, the cube offers children a rich play experience, while also making learning fun. With so many learning activities included, the Alphabet Activity Cube grows right along with a child.

Little builders will love the 13 building blocks that teach the alphabet. The blocks can be stacked on the top of the cube or they can be inserted into the slot on the electronic side to learn more about each letter. The electronic side also features five piano keys, a number keypad, and telephone. Other sides of this electronic learning toy feature fun mechanical elements such as a peg maze, put-and-take holes that lead to a storage area, sliders, gears, a mirror and more! Ages 9-36 months, MSRP: \$49.99.

For more information about the complete VTech product range 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. 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 Time to Play

TimetoPlayMag.com is the number one resource for all things play. From thousands of independent product reviews and a real-time price comparison tool with leading national retailers to a helpful gift finder and daily hot toy giveaways, Time to Play is a trusted resource for parents and gift givers. Led by CEO/Editor in Chief Jim Silver and Content Director Chris Byrne, AKA The Toy Guy®, the seasoned Time to Play editorial team reviews thousands of products each year providing comprehensive video and written reviews of toys, baby products, kids' electronics, sporting goods, and family friendly video games, apps, books, and movies. The site also features frequent guest posts from popular parenting bloggers, seasonal stories, safety tips, and recall information. Time to Play hosts a media event in the spring and fall of each year which gathers manufacturers, entertainment companies, and retailers to showcase each season's newest playthings and identify the industry's most prevalent product and financial trends. The Time to Play team can be found online at Facebook.com/TimetoPlayMag, Twitter.com/TimetoPlay, YouTube.com/TimetoPlayMag, Pinterest.com/TimetoPlay.