



VTech® Helps Babies Reach Developmental Milestones with Expanded, Expert-Supported, Dedicated Baby Line

NEW YORK, February 14, 2016 /PRNewswire/ Today VTech® announces the expansion of its successful Baby line, featuring a collection of new products, taking the total offering to more than 30 toys that deliver developmentally appropriate benefits for little ones. To ensure that the wide-ranging Baby line of rattles and teethers, on-the-go toys, baby plush, soothers and playmats helps babies meet essential development milestones, they have been designed in collaboration with Dr. Lise Eliot, early brain development expert and member of VTech's Expert Panel. Understanding that expectant mothers and new parents are faced with many options, VTech has also continued to grow its online Milestones resource. This trusted guide helps parents choose the right toys for their children to give them the best start, based on the child's individual needs. New introductions to the Baby line are on display at the 2016 North American International Toy Fair®.

VTech has worked closely with Dr. Eliot to ensure that all Baby products deliver against at least one, if not all, of the following categories that are essential for the development of young children: language and cognitive development, social and emotional development, and physical and motor development. VTech's rattles and teethers are important for physical and motor development; on-the-go toys help language and cognitive development; baby plush and soothers lend themselves to social and emotional development; and playmats promote all of these developmental skills.

"Learning begins at birth, and babies absorb much more than we realize from their moment-to-moment interactions with the world around them," said Dr. Eliot. "As parents strive to do what's best for their child, they can introduce activities that help him or her learn through play. Babies are strongly motivated to reach developmental milestones all by themselves, and toys in VTech's Baby line can encourage them, make learning fun and grow with your little one over those important early years."

"As an industry leader of early childhood learning products, we know how important it is to help babies from their very first moments," said William To, President of VTech Electronics North America. "We engage experts to ensure we are delivering toys appropriate for each milestone and parents can rest assured that, with our Baby products, they are giving their children the best possible start in life."

New highlights from the Baby line, available later this year, include:

Crinkle & Roar Lion™: Shake, explore and sing with the Crinkle & Roar Lion. Press the colorful shape buttons on the lion's side to learn shapes, colors and letters. Shake the adorable lion to activate the motion sensor and hear him roar and play other cheerful sounds. Little ones will love the crinkly feet, ribbon tags and textured ring. The lion also includes a baby-safe mirror to build self-awareness. It's the perfect take-along toy and can be attached to carriers, strollers and more. Ages birth +.



On-the-Moove Activity Bar™: The On-the-Moove Activity Bar is a cute farm-themed toy bar for babies on the go. Press the button on the cow, and be rewarded with cheerful phrases and playful songs and melodies. Swing the cow back and forth to activate the motion sensor and hear interesting sounds. The bird holds a textured ring that's easy to grab, and the ladybug has a baby-safe mirror for peek-a-boo fun. This interactive bar easily attaches to most infant carriers using easy-to-attach adjustable elastic straps. Ages birth +.



Sleepy Lullabies Bear Projector™: Soothe little ones to sleep with the Sleepy Lullabies Bear Projector. This adorable bear projects a colorful image onto the ceiling to calm babies. Choose between three sound modes that play music, nature sounds or white noise to help block out everyday noises so babies can fall asleep faster. The bear also features voice activation that plays calming music and a timer switch that turns the bear off after ten or thirty minutes. Lull baby to sleep with lights and lullabies! Ages birth +.



Babble & Rattle Microphone™: Sing along with the Babble & Rattle Microphone! Just like a real microphone, this interactive microphone amplifies children's voices, and the puppy button encourages them to sing along with the songs. Turn the ring to introduce twelve different animals and their sounds or hear playful melodies. Press the instrument buttons to play twelve melodies in either classical or rock 'n' roll style and to learn about instruments. When little ones shake the toy microphone, it will play fun sounds and phrases. Ages 3 months +.

Sort & Discover Activity Cube™: The Sort & Discover Activity Cube is five sides of fun! Little ones will love exploring seven fun activities and two electronic panels that introduce colors, numbers, animals and more. Turn the book page, twist the spinner and slide the animals to develop fine motor skills. The activity cube also develops hand-eye coordination with the shape sorter and colorful shape pieces. Ages 9-36 months.

For more information, visit www.vtechkids.com.

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, almost 35 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. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions.

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

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com