



## **VTech® Expands Learning Fun with New Three-in-One Transforming Activity Desk**

*Touch & Learn Activity Desk™ Deluxe Features Interactive Desktop, LED Display and Engaging Learning Content*

NEW YORK, February 13, 2016 /PRNewswire/ Today VTech® announces the introduction of the **Touch & Learn Activity Desk™ Deluxe**, a three-in-one learning desk. Building on the success of the original Touch & Learn Activity Desk™, the new deluxe version offers even more features parents and children will love, including educational, grow-with-me content that is expandable for extended play value. With an interactive desktop and five pages to explore, the Touch & Learn Activity Desk Deluxe is filled with engaging content including letters, numbers, music and more. An LED display illustrates letter and number stroke order and how to draw basic shapes. Eight expansion packs (each sold separately) will each focus on a specific curriculum, such as nursery rhymes, reading skills, animals and numbers. The product is on display at the 2016 North American International Toy Fair®.

“Our original desk is a top-rated item online with a variety of educational activities and levels parents loved, but consumer feedback showed we could make it even better,” said William To, President, VTech Electronics North America. “Parents wanted even more content and we incorporated that into the new version by offering affordable expansion packs to extend the learning fun. We’re sure the new Touch & Learn Activity Desk Deluxe will be even more popular than the original with kids and parents alike.”

The Touch & Learn Activity Desk Deluxe has three modes and transforms from a desk into an easel and chalkboard with plenty of storage space for art supplies to encourage natural play and learning. For even more fun, toddlers can play with the toy telephone or listen to fun tunes on the music player. A stool is included so kids can enjoy hours of play with this creative and interactive learning system.

Designed for children between two and five years old, each Touch & Learn Activity Desk Deluxe expansion pack includes a cartridge and four double-sided pages that focus on a specific curriculum. Expansion packs feature nursery rhymes, numbers, shapes, animals, preschool and kindergarten readiness, dream jobs, reading skills and basic math. Each pack adds eight activities with up to 48 interactive touch points for kids to explore.

The Touch & Learn Activity Desk Deluxe will be available later this year.



**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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.

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