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THREE VTECH® TOYS SELECTED AS FINALISTS FOR PRESTIGIOUS TOY OF THE YEAR AWARDS FROM TOY INDUSTRY ASSOCIATION

*Kidizoom® Smartwatch, InnoTab® MAX and Go! Go! Smart Animals™ Zoo Explorers Playset™
Received Nominations*

(CHICAGO) – November 24, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced three products are finalists for 2015 Toy of the Year (TOTY) Awards from the Toy Industry Association (TIA). The Kidizoom® Smartwatch is a finalist in the preschool category, InnoTab® MAX is a finalist in the educational category and the Go! Go! Smart Animals™ Zoo Explorer Playset™ is a finalist in the infant/toddler category. The winners will be announced at the annual awards ceremony held on February 13, 2015 in New York.

“VTech is incredibly honored to be recognized by the TIA as having some of the best toys of the year in multiple categories,” said William To, President of VTech Electronics North America. “We know parents and children have many choices in the toy aisle, so we take great pride in being considered a standout among the crop of new toys introduced this year, and remain committed to developing innovative products that deliver engaging and imaginative play experiences.”

The winners of the TOTY Awards will be selected by ballots cast by consumers, mass and specialty toy retailers, media and TIA members. Consumers can vote for their favorite playthings of the year at www.ToyAwards.org now through January 11, 2015.

VTech’s TOTY finalists include:

Kidizoom Smartwatch (www.vtechkids.com/kidizoomsmartwatch): The interactive Kidizoom Smartwatch lets kids capture photos, add photo effects, record videos and play built-in games for learning fun on the go. Complete with an easy-to-use 1.4" color touch screen, as well as

more than 50 digital and analog clock displays, the multi-functional Kidizoom Smartwatch is perfect for kids learning to tell time. It boasts a rechargeable battery, alarm clock, timer, stopwatch, voice recorder with five voice changing effects and parental game controls. Made just for kids, the Kidizoom Smartwatch features a durable design to withstand drops and bumps and is splash and sweat proof. The Kidizoom Smartwatch is PC and MAC compatible for uploading photos, videos and recorded voice files and offers access to VTech's Learning Lodge® app store, where parents can download even more games and watch displays to extend the learning fun. Available in four vibrant colors: blue, pink, white and green. (Ages 4 years and up, MSRP \$59.99)

InnoTab MAX (www.vtechkids.com/ITMax): InnoTab MAX gives children the best of both learning worlds with a huge existing library of age-appropriate, educator-supported VTech and Android™ learning apps. VTech's 4th generation kids' learning tablet features its fastest processor yet with up to six times the processing power of previous generations and a 7" high-resolution multi-touch screen display. Fifteen onboard apps include My Magic Beanstalk, Movie Maker, Art Studio, Wonder Cam MAX and an enhanced version of Premium VTech Kid Connect™, for no additional charge, with new features such as family group chat and a multi-player game. InnoTab MAX also includes one free Toca Boca app and two additional free apps that can be downloaded from the Learning Lodge®, as well as access to more than 650 additional cartridges, software and apps for via the Learning Lodge app store. The tablet features a built-in rechargeable Lithium battery and AC adapter. Kids can browse the web and explore VTech-selected sites while parents can manage the website list using parental controls. Additional parental controls allow parents to manage their child's apps, web access and tablet time, as well as view a progress log. InnoTab MAX also features a 180° rotating camera, plays videos and MP3 songs, has 8GB storage, expandable to 40GB and comes with a stylus and string. (Ages 3-9 years, MSRP \$109.99)

Go! Go! Smart Animals Zoo Explorers Playset (www.vtechkids.com/animals): Playtime goes wild with learning at the Go! Go! Smart Animals Zoo Explorers Playset! Go on a tour of the zoo with Ryan the rhino as he responds to the zoo's seven SmartPoint locations with different phrases, music and fun sounds. Children can strengthen their motor skills with eight manipulative features including a turning gate, spinning water tank and sliding elevator. The colorful tracks can be reconfigured or connected to other Go! Go! Smart Animals or Go! Go! Smart Wheels playsets (each sold separately) to encourage children's creativity. The zoo also features an electronic entrance that teaches animal names, animal traits, letters, colors and plays music. (Ages 1-5 years, MSRP: \$39.99)

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. 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 such as the InnoTab® MAX, its first children's learning tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 educational and entertaining games, e-Books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer even more titles. 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. 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 and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Ltd. is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

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 the Toy Industry Association (TIA)

TIA is the not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages, representing more than 750 companies who account for approximately 90% of domestic toy sales. Toy safety is the number one priority for the toy industry. TIA has a long history of leadership in toy safety, having developed the first comprehensive toy safety standard more than 30 years ago, and works with government, consumers and industry on ongoing programs to ensure safe and fun play. For more information, please visit www.toyassociation.org or www.toyinfo.org.