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**VTECH® KIDIZOOM® SMARTWATCH NOW AVAILABLE IN
EXCLUSIVE NEW COLORS**

One of the Hottest Toys of 2014 Now Offered in Vivid Violet and Sky Blue

(NEW YORK) – November 14, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the availability of exclusive new colors for the Kidizoom® Smartwatch, one of the hottest toys of the season. Garnering multiple awards and appearing on numerous hot holiday toy lists, the Kidizoom Smartwatch is available in vivid violet and sky blue, in limited quantities exclusively on www.vtechkids.com.

“The tremendous reception to the Kidizoom Smartwatch reinforces our commitment to developing innovative, fun and educational experiences for children,” said William To, President of VTech Electronics North America. “The cool new colors are a natural extension for one of the hottest toys kids will be asking for this holiday season.”

More than just a watch, the exciting new 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 also boasts a rechargeable battery, alarm clock, timer, stopwatch, voice recorder with funny voice changing effects and parental game controls. Because it is made just for kids, the Kidizoom Smartwatch features a durable design to withstand drops and bumps and is splash and sweat proof. In addition, 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. It is recommended for ages four and up and has an MSRP of \$59.99.

VTech has a rich history in creating fun learning technology for children. Since 1980, VTech has combined innovative technologies that capture children's attention with educational content that makes learning fun. As technology has evolved, so have VTech's products, holding true to the company's mission to identify trends and new technologies and pass them on to children in fun, engaging ways and at affordable prices.

For more information about VTech's full range of products, 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.