



VTech® Amazes with Innovative New Baby Doll Line

Baby Amaze™ Combines Classic Baby Role Play with Technology and Learning, Available Exclusively at Toys“R”Us®

NEW YORK, July 29, 2015 /PRNewswire/ VTech® continues its proven success of combining classic role play with technology, as it introduces its all-new Baby Amaze™ line. Injecting innovation into traditional baby role play, the new line launches with two exciting learning dolls and a 3-in-1 stroller. Baby Amaze toys are currently available at Toysrus.com, and will be available exclusively at Toys“R”Us® stores nationwide in August.

Baby Amaze is an innovative assortment that uses technology to teach nurturing concepts and developmental milestones. From a doll that plays peek-a-boo and one that learns to talk with a growing vocabulary, to a stroller that transforms into a high chair and bassinet, Baby Amaze toys foster independent play, motor skills, imagination and language development among children ages 2 to 5 years.

The Baby Amaze product line includes:

- **Baby Amaze™ 3-in-1 Care & Learn Stroller™:** When little ones place their baby doll in the 3-in-1 stroller, its smart sensor recognizes movement and plays fun sounds and melodies. Transform the stroller into a high chair when children can hear baby care reminders that introduce nurturing concepts and healthy habits, while they pretend to feed their doll. Turn the high chair into a bassinet and the doll falls asleep listening to more than 20 classic nursery rhymes and lullabies. The 3-in-1 Care & Learn Stroller also has keys that introduce numbers, counting, letters, colors, places and animals, as well as plays piano sounds in music mode. With three different ways to play, this stroller is packed with fun! (MSRP \$44.99)
- **Baby Amaze™ Learn to Talk & Read Baby Doll™:** Children can talk to their baby doll to hear her repeat what is said, or read from one of the three included vocabulary books, which features more than 70 words. The more children speak, the more the doll will learn and repeat! The baby doll also encourages nurturing role play by asking for her pacifier, bottle and more. (MSRP \$29.99)
- **Baby Amaze™ Peek & Learn Doll™:** Cover the baby doll’s eyes with its hands to play the classic peek-a-boo game, generating adorable reactions and interactive play. Press the four interactive buttons on the baby doll and children will learn body parts, counting and nurturing concepts for role-play fun. Additionally, the baby doll plays a variety of familiar melodies on a timer for up to 15 minutes. (MSRP \$21.99)

For more information, visit vtechkids.com/babyamaze. Video can be seen at <https://www.youtube.com/user/VTechToys/videos>.

“We are very excited to partner with Toys“R”Us to exclusively launch our new Baby Amaze line and showcase VTech’s expansion into the doll category,” said William To, President, VTech Electronics North America. “We believe Toys“R”Us customers will recognize our commitment to innovation and our proven ability to combine traditional play with technology and learning to invigorate this classic category.”

“We are thrilled that VTech has expanded its product assortment into the Toys“R”Us doll aisle as they continue to pioneer new ways to play,” said Melody Young, Vice President, General Merchandise Manager, Core Toy and Specialty Retail, Toys“R”Us, U.S. “As little ones take on the role of caregiver through toys that encourage nurturing imagination, Baby Amaze will surely resonate with parents and little ones alike.”

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, VTech’s first children’s tablet with Android™ learning content, Kidizoom[®] Smartwatch, the first smartwatch for kids with a built-in camera, 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 25 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 and Learning Lodge content.

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



① Stroller



② High Chair



③ Bassinet

