



Media Contact
Nicole Centinaro
Coyne Public Relations
973-588-2000
ncentinaro@coynepr.com

**VTECH® BOLSTERS LEARNING LODGE™ APP STORE WITH SOFTWARE DOWNLOADS FEATURING
NEW PROPERTIES FROM NICKELODEON, DREAMWORKS AND MORE**

New Educational Content Enhances InnoTab Learning Tablet Range

(CHICAGO) – January 7, 2014 – VTech (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the continued growth of its comprehensive app store, the Learning Lodge™, which includes more than 650 apps teaching key curriculum. The new software downloads, featuring a variety of education-packed learning games and e-Books as well as new videos and songs, are compatible with the award-winning InnoTab® Learning Tablet range, which includes InnoTab 3S with Kid Connect™ and InnoTab 3.

“Our Learning Lodge app store provides unsurpassed quality and educational content and these new titles further our position as a pioneer in the electronic learning category,” said William To, President, VTech Electronics North America. “We are thrilled to work with leading licensors to continue to add new, age-appropriate content with beloved characters, delivering educational benefits in a product that parents can trust and kids can enjoy.”

New software, video and e-book downloads are available from Disney, with new properties such as Disney Junior’s Sofia the First and Doc McStuffins, Disney’s *Frozen*, Disney’s *Planes* and Disney•Pixar’s *Monsters University*.

New video downloads are available featuring Nickelodeon’s Lalaloopsy, Paw Patrol and Peter Rabbit, DreamWorks Animation’s Penguins of Madagascar and Kung Fu Panda as well as the award winning foreign language program from Little Pim, which teaches young kids a second language at the age they learn best. These new video introductions, like all Learning Lodge content, are endorsed by VTech’s team of educational experts for providing a balanced mix of learning and fun.

VTech’s InnoTab range offers children a variety of tablets that open up a world of age-appropriate educational content across the widest variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun. InnoTab 3S offers Kid Connect (www.vtechkids.com/kidconnect), a groundbreaking family communication app and wireless

connectivity while InnoTab 3 delivers a powerful punch in a compact size and at an affordable price.

The Learning Lodge gives parents and children access to purchase hundreds of engaging, age-appropriate games, videos, e-books and music. More than 650 titles teach reading, math, social studies, handwriting, science, problem solving, geography and more. The wide variety of educational and engaging content and curriculum is tailor-made for each age group and is suitable for toddlers to grade-schoolers, giving every child an opportunity to expand their learning potential while keeping them entertained. Parents can even track their child's learning progress online. Additional characters featured throughout the downloads and software cartridges are Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Turbo™, Teenage Mutant Ninja Turtles, Bubble Guppies and Sesame Street®.

The new downloads can be found at <http://www.vtechkids.com/downloads/innotab3s>. For more information about the complete InnoTab range and VTech product range, please visit www.vtechkids.com/innotabrange.

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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 award-winning products such as the InnoTab® 2S Wi-Fi Learning App Tablet, one of the first children's learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge™, VTech's comprehensive app store, features a robust library of more than 350 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 more than 650 titles by the end of 2013. 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 Panel of Experts, 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 largest supplier of ELPs from infancy to preschool in the US and Western Europe.

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