



VTech® Enchants with New Princess Introductions to Award-Winning Go! Go! Smart Friends® Line

Fairytale Theme Comes to Life with Proprietary MagicPoint™ Technology

NEW YORK, February 13, 2016 /PRNewswire/ VTech® is giving the royal treatment to its award-winning **Go! Go! Smart Friends®** product line with the introduction of a new fairytale theme. The collection will introduce an enchanting kingdom of princesses, fairies and more that incorporate traditional role-play infused with cutting edge technology for an engaging, multi-sensory learning experience popular with toddlers and parents alike. Go! Go! Smart Friends features VTech's proprietary MagicPoint™ technology, bringing characters and playsets to life with lights, sounds, music and motion. The line is on display at the 2016 North American International Toy Fair®.

“Our multi award-winning Go! Go! Smart product lines represent the innovative technology and smart play consumers have come to expect from VTech,” said William To, President, VTech Electronics North America. “We are confident that the theme of the new Go! Go! Smart Friends will inspire children’s imaginations with royal journeys and fairytale adventures.”

Go! Go! Smart Friends gives children a comprehensive, multi-faceted play experience while delivering manipulative play features and charming details that will captivate them. The new princess-themed line is anchored by the Enchanted Princess Palace, an epic castle that expands to four feet long. It features five MagicPoint locations for children to interact with, boosting imaginative play through cause-and-effect learning. The palace also includes a tea set table with MagicChat™ technology, where Princess Darla can chat and sing with another character (sold separately), encouraging language development. Additional characters and playsets include a cottage, unicorns, a horse, princes, fairies and princesses, letting toddlers engage in imaginative role-play as they develop fine motor skills. The playsets, designed for children 1½ – 5 years old, also connect with other Go! Go! Smart Wheels® and Go! Go! Smart Animals® playset tracks (each sold separately) to allow parents to affordably extend the play value and further encourage their children’s creativity.

Highlights of the new Go! Go! Smart Friends princess-themed line, available later this year, include:

Go! Go! Smart Friends® Enchanted Princess Palace™: Explore each magical room in the Go! Go! Smart Friends Enchanted Princess Palace. This epic palace expands to four feet long and has a variety of luxurious rooms including a ballroom, music room, kitchen, bedroom and observation tower. While exploring the palace with Princess Darla, place her on the five MagicPoint locations to experience her friendly personality, lights and more. When Princess Darla sits at her MagicChat tea set table with a friend (additional characters sold separately), they will interact by chatting and singing with each other. The palace also has a clock with a movable hand and three light-up buttons that introduce words, colors, letters and numbers and play magical melodies and sing-along songs. Toddlers can create a whole kingdom featuring princesses, princes, fairies, magical creatures and more with Go! Go! Smart Friends characters and playsets (sold separately).



Go! Go! Smart Friends® Twinkle the Magical Unicorn™: Soar through the kingdom with Twinkle the Magical Unicorn from the Go! Go! Smart Friends world. Press the enchanting unicorn's button and she will walk forward, move her head and flap her wings. Place the included MagicPoint character, Princess Prisma, on one of Twinkle's two MagicPoint locations to trigger delightful responses, sounds, motion and lights. Twinkle also interacts with her carrot accessory. Toddlers can create a whole kingdom featuring princesses, princes, fairies, magical creatures and more with Go! Go! Smart Friends characters and playsets (sold separately).



Go! Go! Smart Friends® Secret Blossom Cottage™: Flutter in and have a tea party at the Go! Go! Smart Friends Secret Blossom Cottage. This adorable cottage opens up to reveal a cozy home with a place to relax. While exploring the cottage with Sunny the garden fairy, place her on the two MagicPoint locations to experience her friendly personality, music, lights and more. The cottage also features spinning gears, a fountain and a carrying handle for fun on the go. Toddlers can create a whole kingdom with princesses, princes, fairies, magical creatures and more with Go! Go! Smart Friends characters and playsets (sold separately).



Go! Go! Smart Friends® Magical Journey Unicorn™: Go for a ride with Princess Addie and her friends with the Go! Go! Smart Friends Magical Journey Unicorn. Put the baby unicorn in the wagon and easily connect it to the big unicorn to travel the kingdom. Press Princess Addie's light-up button and she will introduce herself, play music and sing songs. Place her on the MagicPoint location on her big unicorn or other MagicPoint locations on Go! Go! Smart Princesses playsets (sold separately) to watch Princess Addie come to life with fun phrases, lights and more. After a long journey, the unicorns love resting near their stable. Toddlers can create a whole kingdom featuring princesses, princes, fairies, magical creatures and more (sold separately).

Go! Go! Smart Friends® Royal Adventure Horse™: Go on a quest with Prince Henry and the Go! Go! Smart Friends Royal Adventure Horse. Easily connect the catapult to the horse and launch the boulder to be a hero and rescue the princess! Press Prince Henry's light-up button and he will introduce himself, play music and sing songs. Place him on the MagicPoint location on his horse or other MagicPoint locations on Go! Go! Smart Friends playsets (sold separately) to watch Prince Henry come to life with fun phrases, lights and more. After a long adventure, the horse loves resting near the stable. Toddlers can create a whole kingdom featuring princesses, princes, fairies, magical creatures and more with Go! Go! Smart Friends characters and playsets (sold separately).

Go! Go! Smart Friends® Character and Accessory Assortment: Get ready for adventure with Prince Hector & His Throne, Princess Clara & Her Carriage, Princess Robin & Her Swan and Fairy Misty & Her Boat from the Go! Go! Smart Friends world. Place each character (sold separately) on the MagicPoint location on their accessory to experience their friendly personality and fun melodies. Explore the kingdom by placing the characters on MagicPoint locations on Go! Go! Smart Friends playsets (sold separately) to trigger different phrases, motion, lights and more. Press their light-up buttons, and they will come to life by introducing themselves, talking about what it's like to live in a kingdom and singing songs. Each Go! Go! Smart Friends character is unique. Collect them all to create a whole kingdom featuring princesses, princes, fairies, magical creatures and more (each sold separately).

Go! Go! Smart Friends® Characters: The Go! Go! Smart Friends world features princes, fairies and princesses with their own unique personalities. Prince Hector loves adventure and Princess Clara loves to travel around the kingdom, while Fairy Misty loves to help her friends with her magical powers and Princess Robin is a singer and a dreamer. Press each character's light-up button, and they will come to life by introducing themselves, talking about what it's like to live in a kingdom and singing songs. Explore the kingdom by placing the characters on MagicPoint locations on Go! Go! Smart Friends playsets (sold separately) to trigger different phrases, motion, lights and more. Each Go! Go! Smart Friends character is unique. Collect them all to create a whole kingdom featuring princesses, princes, fairies, magical creatures and more (each sold separately).

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, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

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