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VTech at Toy Fair (Feb. 15-16: Shop Studios
VTech Loft, 442 W. 49th Street, between 9th and 10th)

VTech® Debuts Innovative 2010 Products That ‘Touch’ the Future of Learning and Fun *VTech Introduces 2010 Toys That Put Innovative Technology in Kids’ Hands*

CHICAGO – (February 11, 2010): If using new technology makes you uncomfortable, you’re not alone. A new survey commissioned by VTech® found 25 percent of parents admit their children between the ages of 3 - 7 years old are more comfortable with personal electronics than they are.

To meet kids’ growing need for innovative technology, VTech®, creator of the Electronic Learning products category and a leader in merging technology, education and fun, today unveiled its 2010 product line at the International Toy Fair in New York City. The most talked about and innovative toys coming to market this year include MobiGo™, a touch-screen handheld game console; FLiP™, the world’s first children’s animated e-reader; and additions to the already popular infant line including VTech’s first-ever electronic bath toys. Parents can trust these new cutting-edge products to aid in their children’s development while showcasing how learning can be fun.

“VTech is excited to bring new and exciting technology to parents and kids alike in 2010,” said Tom McClure, director of marketing, VTech Electronics North America, LLC. “The toys’ innovative designs are sure to impress and delight children. All the new toys further VTech’s proven record of making education fun for children.

From birth to age seven, children will benefit from VTech’s interactive and imaginative offerings, whether the toy is a train with colorful buttons or a touch-screen handheld device.

World’s First Children’s Animated e-Reader Brings Stories to Life

FLiP – Ages 3 to 7 – SRP: \$59.99
Animated e-Reading System



Innovative Learning Fun

Using the world’s first children’s animated e-reader, children who are new to reading will have fun practicing their skills. VTech’s FLiP provides the necessary building blocks for kids to grow into a fluent reader as they learn reading comprehension, vocabulary, phonics, word building and definitions that are easy for them to comprehend.

Reading Comes to Life

Stories come to life as children engage with vivid animation, narration, character voices, graphics, sounds and music as they watch, read and learn. With FLiP, they can follow their favorite animated characters, play interactive reading games and view the story dictionary

to help with the context of the stories.

Online Bookstore

With a rich download library, more than 100 additional stories will be available via a download library located on the VTech Web site (www.vtechkids.com), including some free titles, more themes and avatars kids can use to customize their e-readers. The library will grow constantly offering compelling stories for children to continue reading, learning and enjoying story time in an innovative way for years to come.

Favorite Characters

At initial launch, 11 software titles are available and include:

- o The Little Engine That Could
- o Disney/Pixar's Cars
- o Shrek
- o Dora the Explorer
- o Disney/Pixar's Toy Story 3
- o Disney Princesses
- o Olivia
- o Disney Fairies
- o Mr. Men and Little Miss
- o Scooby-Doo
- o Mickey Mouse Clubhouse

Parents can join in on the fun and learning process with the features that include progress reports and reading certificates. FLiP is compatible with a PC or Mac computer.

Smart Touch with Educational Handheld Games for Kids

**MobiGo – Ages 3 to 7 – SRP: \$59.99
Touch Learning System**



Touch Technology

Young learners mimic Mom and Dad with their very own touch-screen learning system as major fun meets classic school skills creating the perfect edu-gaming experience. Bringing innovative technology to kids, MobiGo applies touch controls including tap, flick, pat and drag and drop so kids have fun learning with the same technology as their parents. The smart touch screen, slide-out QWERTY keyboard and directional pad make this toy fun and pragmatic, yet age appropriate for young children.

Learning Fun

From fishing, coloring book pages, drawing and playing instruments, kids can discover a wide variety of fun and engaging learning games. MobiGo boasts fun games, each of which teaching a wide range of skills including math, vocabulary, spelling, logic and categorization.

Favorite Characters

Beloved television and movie characters come to life teaching 3- to 7-year-olds fundamental learning skills. The continuously expanding library started with 11 exciting titles at initial launch that include:

- o Ben Ten Ultimate Alien
- o Disney/Pixar's Cars
- o Disney Fairies
- o Disney Princess
- o Dora the Explorer
- o Mickey Mouse Clubhouse
- o Mr. Men and Little Miss
- o NASCAR
- o Shrek
- o Super Hero Squad
- o Disney/Pixar's Toy Story 3

Online offerings add value for parents with progress reports and reading certificates.

It's Never Too Early to Start Learning with the Latest Additions to VTech's Infant Line!

VTech continues to build upon its long-standing success with infant toys and expands its offering with the introduction of 20 more products in 2010. These each provide more learning, more play and more fun for children as they grow. Some of the new products this year include:



3-in-1 Learning Zebra Scooter™ – Ages 18 to 36 months – SRP: \$44.99

The 3-in-1 Learning Zebra Scooter grows with your child and is ideal for little ones on the go. It easily converts from riding to pushing and scooting as your infant begins to walk so the fun keeps on rolling. Lights and music entertain as infants learn colors, numbers and sounds with this versatile toy that keeps going and growing.

Submarine Learning Boat™ – Ages 9+ months – SRP: \$17.99

Splish-splash: bath time is no longer a chore with the Submarine Learning Boat. With games teaching colors, numbers, animals, animal sounds and characteristics, the boat rewards correct answers with a playful squirt and can be played with outside of the bath for more learning time while playing.



Musical Fun Choo Choo™ – Ages 18+ months – SRP: \$24.99

The Musical Fun Choo Choo provides more opportunities for fun as children take a whimsical ride complete with three instrument-playing characters, buttons and shapes for more combinations of exciting learning opportunities. The light-up smokestack adds fun play and an optional pull cord stores in the battery compartment.



Fun Shapes Jewelry Box™ & Learning Fun Tool Box™ - Ages 18+months – SRP \$14.99 each

The jewelry and tool boxes offer more interactive opportunities for learning shapes, colors and numbers in a portable way. Perfect for a little lady to accessorize or a fix up in the kitchen, these toys also encourage more imaginative development with role play.



ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Smile TV Learning System, is a world leader of age-appropriate learning toys. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.vtechkids.com on the Web, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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