



VTech® Tops Holiday Toy Lists with More than 50 Industry Awards

Hot Toys Recognized Include Touch & Learn Activity Desk™ Deluxe, Go! Go! Smart and Baby, Infant & Preschool Lines

CHICAGO, November 21, 2016 /PRNewswire/ Today VTech® announced its toys received more than 50 accolades, for the second year in a row, from respected toy and parenting industry experts, toy advisory boards and retailers for the holiday season. The Touch & Learn Activity Desk™ Deluxe and Go! Go! Smart Friends® Enchanted Princess Palace™ were standouts, each impressively accumulating more than 10 awards. Additional toys that received recognition from multiple organizations include the Go! Go! Smart Wheels® Treasure Mountain Train Adventure™, Ring & Learn Cash Register™, Sort & Discover Activity Cube™, Care for Me Learning Carrier™, Bizzy the Mix & Move Bot™ and Gallop & Rock Learning Pony™.

“We are pleased and honored with the tremendous recognition so many of our toys have received this year from the most trusted organizations, major retailers and respected experts leading the toy industry,” said William To, President, VTech Electronics North America. “These accolades affirm our commitment to deliver innovative, engaging toys that are developmentally appropriate for maximum fun.”

VTech toys were named to several of the toy industry’s most sought-after lists, including TTPM’s “Most Wanted” and the Toy Insider™’s “Hot 20.” Awards and distinguishing honors were received from *Scholastic Parent & Child*, National Parenting Product Awards (NAPPA), Tillywig Toy & Media Awards, PAL Awards, Dr. Toy, The National Parenting Center Seal of Approval, Mom's Choice Awards, Parents' Choice Awards, The Goddard School and Savvy Auntie® Coolest Toy Awards. VTech also topped major retailer holiday lists, including the Walmart Chosen by Kids List and Amazon Holiday Toy List.

Additional details about VTech’s award-winning products can be found at www.vtechkids.com. The complete list of VTech’s awards includes:

Go! Go! Smart Lines

Go! Go! Smart Friends® Enchanted Princess Palace™

- TTPM Most Wanted
- Toy Insider “Hot 20”
- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Top Fun Award
- PAL Awards Winner
- Mom's Choice Awards Silver Award
- *Scholastic Parent & Child*: Gold Star Toy Winner
- The National Parenting Center Seal of Approval
- Amazon Holiday Toy List
- Dr. Toy 100 Best Children’s Products
- Savvy Auntie Coolest Toy Awards

[Go! Go! Smart Wheels® Treasure Mountain Train Adventure™](#)

- TTPM People's Play Awards Little Explorers Toy of the Year Nominee
- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Best Creative Fun Award
- The National Parenting Center Seal of Approval
- Walmart Chosen by Kids List
- Savvy Auntie Coolest Toy Awards

[Go! Go! Smart Animals® Happy Paws Playland™](#)

- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Top Fun Award

Touch & Learn Activity Desk Deluxe

[Touch & Learn Activity Desk™ Deluxe](#)

- TTPM Most Wanted
- TTPM People's Play Awards Little Explorers Toy of the Year Nominee
- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Parents' Favorite Products Award
- PAL Awards Winner
- Mom's Choice Awards Gold Award
- *Scholastic Parent & Child*: Gold Star Toy Winner
- Parents' Choice Approved Award
- Amazon Holiday Toy List
- The National Parenting Center Seal of Approval
- Dr. Toy 100 Best Children's Products

Baby, Infant and Preschool

[Ring & Learn Cash Register™](#)

- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Top Fun Award
- PAL Awards Winner
- Mom's Choice Awards Gold Award
- Oppenheim Toy Portfolio Platinum Award
- The National Parenting Center Seal of Approval

[Sort & Discover Activity Cube™](#)

- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Brain Child Award
- Mom's Choice Awards Gold Award
- The Goddard School Preschooler-Approved Toy Test Winner

Care for Me Learning Carrier™

- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Brain Child Award
- PAL Awards Winner
- Mom's Choice Awards Gold Award
- The National Parenting Center Seal of Approval

Bizzy the Mix & Move Bot™

- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Brain Child Award
- Mom's Choice Awards Gold Award
- Amazon Holiday Toy List
- Dr. Toy 100 Best Children's Products

Gallop & Rock Learning Pony™

- National Parenting Product Awards (NAPPA) Winner
- Tillywig Toy & Media Awards Brain Child Award
- Mom's Choice Awards Gold Award
- The National Parenting Center Seal of Approval

Baby's Light-Up Laptop™

- Watchdog Reviews' Best Laptops and Accessories for Kids

Tote & Go Laptop®

- Watchdog Reviews' Best Laptops and Accessories for Kids

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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 40 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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