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**NEW VTECH® GO! GO! SMART FRIENDS™ LINE INCLUDES BUSY SOUNDS
DISCOVERY HOME™, AVAILABLE EXCLUSIVELY AT TOYS“R”US®**

*Assortment of Friendly Figures and Playsets that Come to Life with Lights, Sounds and Motion,
Includes Busy Sounds Discovery Home Named to 2014 Toys“R”Us Holiday Hot Toy List*

(CHICAGO) – September 25, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the launch of [Go! Go! Smart Friends™](#), available exclusively at [Toys“R”Us® stores](#) nationwide and online at Toysrus.com. The line is anchored by the [Go! Go! Smart Friends Busy Sounds Discovery Home™](#), which is featured on the 2014 [Toys“R”Us Holiday Hot Toy List](#) of the best new toys expected to top kids’ wish lists this year.

Go! Go! Smart Friends features adorable, colorful playsets and chunky characters that infuse traditional role-play with modern technology and are packed with personality. An evolution of VTech’s award-winning [Go! Go! Smart Wheels®](#) and [Go! Go! Smart Animals™](#), Go! Go! Smart Friends features MagicPoint™ technology that bring the characters and playsets to life with lights, sounds, music and motion, while delivering manipulative play features and charming details, giving children a comprehensive, multi-faceted play experience. From a spinning carousel to a bus that magically moves, kids will love engaging in imaginative role play as they develop fine motor skills, a key milestone for little ones. Additionally, the Go! Go! Smart Friends Busy Sounds Discovery Home includes VTech’s innovative, new MagicChat™ feature which allows two figures* to chat and sing songs together.

“We are excited to partner with Toys“R”Us to exclusively launch our new Go! Go! Smart Friends line,” said William To, President of VTech Electronics North America. “Offering unique personalities, encouraging imaginative play and emphasizing cause and effect relationships, we are confident our Go! Go! Smart Friends collection of characters will resonate with Toys“R”Us consumers and demonstrate once again why VTech is *the* learning fun authority.”

“For years, parents have trusted VTech to create fun, new toys that inspire kids’ imaginations and encourage early childhood development,” said Jamie Uitdenhoven, Vice President, Divisional Merchandising Manager, Toys“R”Us, U.S. “The [Go! Go! Smart Friends](#) product assortment perfectly demonstrates VTech’s ability to bring to the market engaging products sure to excite and delight children, and Toys“R”Us is proud to serve as the exclusive home to these new toys and playsets that we expect little ones will enjoy this holiday season and beyond.”

The Go! Go! Smart Friends range of products, available only at Toys“R”Us stores nationwide and online at [Toysrus.com](https://www.Toysrus.com), includes:

[Go! Go! Smart Friends™ Busy Sounds Discovery Home™](#) :

Explore the Go! Go! Smart Friends Busy Sounds Discovery Home with Miss Norah. The interactive house features nine MagicPoint locations that encourage imaginative play and emphasize cause and effect relationships. Simply place Miss Norah on one of the MagicPoint locations to experience her friendly personality, motion, lights and more. Put Miss Norah in the elevator and watch as it magically moves up and down. Activate the MagicChat feature in the playroom, and hear Miss Norah and other MagicPoint characters (sold separately) chat and sing with each other. Develop fine motor skills while exploring Miss Norah’s home and playing with the rocking swing, light-up fire place and flushing toilet. Miss Norah also responds to other MagicPoint locations on Go! Go! Smart Friends accessories and playsets (each sold separately). Ages 1 to 5 years.

[Go! Go! Smart Friends™ Spin-Around Sounds Carnival™](#) :

Explore the Go! Go! Smart Friends Spin-Around Sounds Carnival with Austin. The carnival features five MagicPoint locations and five play pieces that can be used together to encourage creative play. Simply place Austin on one of the MagicPoint locations to experience his friendly personality, motion, lights, songs and more while developing fine motor skills. Kids can press down on the carousel canopy or place Austin on the carousel horse to make it spin. Turn the airplane ride to make the plane move. Austin also responds to other MagicPoint locations on Go! Go! Smart Friends accessories and playsets (each sold separately). Ages 1 to 5 years.

[Go! Go! Smart Friends™ Learning Wheels School Bus™](#) :

Put Mr. Gavin in the driver's seat of the Go! Go! Smart Friends Learning Wheels School Bus and watch the toy bus magically light up and move on its own. The school bus features three MagicPoint locations that encourage imaginative play and emphasize cause and effect relationships, as well as a stop sign that flips open and a door that opens and closes, enhancing role play and helping develop fine motor skills. Mr. Gavin also responds to other MagicPoint locations on Go! Go! Smart Friends accessories and playsets (each sold separately). Ages 1 to 5 years.

Go! Go! Smart Friends™ Cruise & Go Convertible™: Put Jackson in the Go! Go! Smart Friends Cruise & Go Convertible's MagicPoint location to watch the toy car light up and magically move on its own. Kids will also hear fun phrases, songs and sound effects. The convertible even comes with a gas pump accessory that can connect to other Go! Go! Smart Friends accessories (each sold separately). The Cruise & Go Convertible is also available with Kaylee in a pink vehicle. Ages 1 to 5 years.

Go! Go! Smart Friends™ Character Assortment: Adorable new Go! Go! Smart Friends offer playtime where friendship leads to learning. Perfectly sized for little hands, each item includes both a character and MagicPoint accessory! Children can press a light-up button on these chunky, colorful figures to hear the characters come to life with an introduction, things they like to do and two sing-along songs. The figures can also be placed on their included MagicPoint accessory or on other MagicPoint locations on Go! Go! Smart Friends playsets (each sold separately) to experience the characters' unique personalities, fun phrases, motion, lights and more. Ages 1 to 5 years.

For more information about the full line of Go! Go! Smart Friends, please visit Toysrus.com.

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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® 3S Wi-Fi Learning 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 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 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 Limited is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

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

About Toys“R”Us, Inc.

Toys“R”Us, Inc. is the world’s leading dedicated toy and baby products retailer, offering a differentiated shopping experience through its family of brands. Merchandise is sold in 877 Toys“R”Us and Babies“R”Us stores in the United States and Puerto Rico, and in more than 710 international stores and over 195 licensed stores in 35 countries and jurisdictions. In addition, it exclusively operates the legendary FAO Schwarz brand and sells extraordinary toys in the brand’s flagship store on Fifth Avenue in New York City. With its strong portfolio of e-commerce sites including Toysrus.com, Babiesrus.com, eToys.com and FAO.com, it provides shoppers with a broad online selection of distinctive toy and baby products. Headquartered in Wayne, NJ, Toys“R”Us, Inc. employs approximately 70,000 associates annually worldwide. The company is committed to serving its communities as a caring and reputable neighbor through programs dedicated to keeping kids safe and helping them in times of need. Additional information about Toys“R”Us, Inc. can be found on Toysrusinc.com. Follow Toys“R”Us, Babies“R”Us and FAO Schwarz on Facebook at Facebook.com/Toysrus, Facebook.com/Babiesrus and Facebook.com/FAO and on Twitter at Twitter.com/Toysrus and Twitter.com/Babiesrus.

**Playset comes with one figure; additional figures sold separately.*