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**VTECH® HIGHLIGHTS EXTENSIVE RANGE OF DEVELOPMENTAL LEARNING TOYS AT
TTPM SPRING SHOWCASE**

New Additions Join Award-Winning Go! Go! Smart Wheels, Switch & Go Dinos and InnoTab Lines

(NEW YORK) – May 1, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today unveiled a display of products at the TTPM Spring Showcase (www.ttpm.com) that expand upon award-winning lines and bolster its range of educational, innovative toys. New products include several additions to the top-rated Go! Go! Smart Wheels® and Switch & Go Dinos® lines, Learning Cartridges that are compatible with the popular InnoTab® line of children’s tablets and an extensive range of new infant and preschool toys for enriching and fun play experiences at every stage of development.

“We are proud to expand our extensive range of products that combine classic play patterns with revolutionary technologies and received a tremendous reception from parents and kids last year,” said William To, President, VTech Electronics North America. “In addition, we are thrilled to introduce a wide variety of infant and preschool products that were developed with insight from learning experts for age-appropriate play experiences.”

“VTech consistently impresses us with their innovation and depth of their product ranges every year,” said Chris Byrne, content director for TTPM, aka The Toy Guy®. “They have a proven track record in producing high-quality, educational and fun toys that are a hit with consumers.”

VTech works closely with a panel of children’s learning specialists on the development of its infant and preschool learning products. Each one of the Expert Panel members specializes in developmental or educational fields for children from birth through 9 years of age. VTech and the Expert Panel collaborate to ensure their products and content deliver the best learning experience possible for every child at every stage of development.

Each child grows at a different pace mentally, emotionally and physically, and has different needs as they grow through various life stages. Insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. VTech delivers an expansive selection of toys that are

appropriate for their child’s particular age and stage and to accompany them as they continue to grow and reach new developmental milestones. These recommendations have been compiled into a Milestones guide, which can be found at www.vtechkids.com/milestones.

The items on display at the TTPM Showcase include:

InnoTab® Learning Cartridges: Parents can extend the play value of their VTech toys by purchasing new Learning Cartridges for InnoTab Learning Tablets. A range of educational cartridges are available, offering age-appropriate games, e-Books and more that allow children to progressively learn key subjects such as math, reading and science in steady stages. Interactive e-Books teach reading and vocabulary, while creative activities and camera fun inspire children’s imaginations. New titles include **Learn to Write with Cody & Cora** and **Go! Go! Smart Wheels® Busy Day in Alphabet Town**, letting kids explore exciting content and open up new worlds of learning. Ages 3 – 9, MSRP: \$24.99 each.



Go! Go! Smart Wheels® Car Wash Playset: Drive in, clean up and get learning with the Go! Go! Smart Wheels Car Wash Playset! Kids can develop fine motor skills by using the slider to send the included vehicle through the wash. Turn the brush and dryer curtain to “clean” and “dry” the car and finish up at the service station with a quick tune-up. This playset is compatible with other Go! Go! Smart Wheels playsets (sold separately) to encourage creativity and imaginative play. The included SmartPoint™ vehicle responds to the playset’s SmartPoint with fun phrases and sound effects. Ages 1-5 years, MSRP: \$16.99.



Go! Go! Smart Wheels® Tractor & Trailer: Perfectly sized for little hands, the light-up driver button activates playful music and sounds on the Go! Go! Smart Wheels Tractor & Trailer. Kids can pretend to take care of the chores with this farm equipment toy while learning about the letter “T” and more! Haul the hay and hear the toy tractor respond to various SmartPoint locations with different phrases and sound effects. The Tractor & Trailer is a barn full of fun! Works with Go! Go! Smart Wheels playsets (each sold separately). Ages 1-5 years, MSRP: \$10.99.



Go! Go! Smart Wheels® Vehicles: Children can cruise into the learning zone with new Go! Go! Smart Wheels vehicles. These electronic play vehicles are perfectly sized for little hands and entertain children with a light-up button that activates music and sounds. Little ones will also learn about different letters and vehicle names through pretend play. Each vehicle is also equipped with SmartPoint™ technology. When placed over SmartPoint locations on playsets, the vehicles respond with fun phrases, songs and sounds. A new ATV, convertible and bulldozer join a line-up that includes a car, van, truck, ambulance, fire truck, police car, tow truck, helicopter, cement mixer, tractor and two race cars. Ages 1-5 years, MSRP: \$7.99 each.



Switch & Go Dinos® Turbo Dinosaurs: Sleek, speedy race cars transform into fierce dinos, including a lightning-fast Triceratops, swift T-Rex, spiky Stegosaurus and armored Ankylosaurus in the new Switch & Go Dinos Turbo product line. Kids can rev up the action with the built in flywheel that let the dinos race and roar across the floor. Each dino also emits realistic vehicle and dinosaur sounds and phrases that teach fun facts about each dino. The range features six new dinos, including Dart the Triceratops, Zipp the T-Rex, Spur the Stegosaurus, Fray the Ankylosaurus, Cruz the Spinosaurus and Spinner the Stygimoloch. Ages 3-8 years, MSRP: \$9.99 each.



Switch & Go Dinos® Turbo T-Rex Launcher: Rip and roar with the Switch & Go Dinos Turbo T-Rex Launcher. The T-Rex Launcher includes one electronic Switch & Go Dinos Turbo T-Rex that easily transforms from a dino to race car in a few easy steps. Use the launcher to turbo charge the dino or race car, then blast it from the mouth of the T-Rex. The faster kids charge, the farther it goes! At top speeds, the T-Rex races more than 20 feet. The launcher works with other Switch & Go Dinos Turbo dinosaurs (each sold separately). Ages 3-8 years, MSRP: \$14.99.



Write & Learn Touch Tablet™: This electronic drawing tablet offers a progressive approach to early writing skills as your child traces lines, shapes, objects, letters and numbers on the drawing screen. Playful sounds and animations bring letters to life while children practice early writing skills through six learning activities and 19 animated stories that build language skills and encourage them to draw. Kids can play a fun hide and seek game to explore letters and numbers with a variety of animals or be creative with Free Draw and draw anything they wish like a true artist! Ages 3-6 years, MSRP: \$19.99.



Busy Learners Activity Cube™: Exploration and fun is around every corner with the Busy Learner's Activity Cube. Featuring five sides to explore, this play cube attracts baby's attention and encourages imaginative play with music, light-up buttons, colors and more. Shape and animal buttons introduce animal names, animal sounds and shapes. Press and slide musical instrument buttons introduce instrument names, sounds and colors. Sliding, spinning blocks promote interaction and fine motor skill development. This interactive cube also plays fun sounds when it's moved. Plays 25 sing-along songs and melodies. Ages 6-36 months, MSRP: \$17.99.



Roll & Surprise Animal Train™: Choo, choo! Here comes the Roll & Surprise Animal Train with loads of learning excitement! Little ones will enjoy peek-a-boo fun and develop fine motor skills through turn, slide and press activities. Animal friends introduce animal names, animal sounds and colors. This educational toy also rewards curiosity and teaches cause and effect with pop-up surprises and 55 songs, melodies, sounds, and phrases. The train is ready to go, all aboard! Ages 6-36 months, MSRP: \$15.99.



Light & Move Learning Ball™: Get little ones moving with the Light & Move Learning Ball. Equipped with a sensor, the ball wobbles and rolls on its own to encourage crawling and develop gross motor skills. The educational ball also helps develop fine motor skills as baby presses, twists and spins the animal keys to discover shapes, numbers, animals and animal sounds. The spinning bird and flashing light attract attention while two sing-along songs and 15 melodies provide auditory stimulation. Ages 6-36 months, MSRP: \$12.99.



Monkey Band Music Center™: Children will jam and learn with the Monkey Band Music Center as they press light-up piano keys and tap the drum to hear an array of instruments. Animal friends on piano keys introduce themselves, sing songs and teach instrument names on this fun music toy. The adorable monkey encourages interaction with two sing-along songs and 10 playful melodies that keep the learning beat going. Ages 6-36 months, MSRP: \$13.99.



Sort & Go Helicopter™: Fly into learning fun with the Sort & Go Helicopter. Little ones will discover shapes and animals as they play with the shape sorter pieces and hear sounds that encourage play. Press the up/down and stop/go buttons to learn about opposites. Push or pull the helicopter to hear playful phrases and melodies. Watch their imaginations take off with the fun toy helicopter design and two spinning propellers. The sky's the limit! Ages 12-36 months, MSRP: \$14.99.



For more information about the complete VTech product range, please visit www.vtechkids.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 650 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 Expert Panel, 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 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.

About TTPM

[TTPM](#) is the #1 source for all things play where consumers can research and find the best playthings. TTPM is the *only* site that combines expert reviews (video and written) with live price comparison, one-click purchasing, and product availability at major retailers including Amazon, Wal-Mart, Target, Toys“R”Us, Babies“R”Us, buybuy BABY, GameStop, Best Buy, Sports Authority and Modell’s Sporting Goods.

Whether at home or on the go, TTPM and the [Shop for Kids app by TTPM](#) give shoppers all the details they need to make educated purchasing decisions and save time and money. TTPM ensures parents and gift givers are finding the best products for kids at the best prices.

The seasoned TTPM editorial team reviews thousands of products each year, providing comprehensive video and written reviews of toys, baby products, kids’ electronics, sporting goods, and family friendly video games, apps, books, and movies.

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