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VTECH® TOPS HOLIDAY TOY LISTS WITH NEARLY 50 INDUSTRY AWARDS

Kidizoom® Smartwatch, InnoTab® MAX and Smart Shots Sports Center™ Among Toys Recognized

(CHICAGO) – December 16, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced its toys received 47 accolades this holiday season from esteemed toy and parenting industry experts, toy councils and retailers. One of the hottest toys of the year, the interactive Kidizoom® Smartwatch, the first smartwatch for kids, secured the most awards with nearly 10. Additional toys recognized include the InnoTab® MAX, VTech's first children's learning tablet with Android™¹ learning content, Go! Go! Smart Animals™ Zoo Explorers Playset, Smart Shots Sports Center™ and Switch & Go Dinos® Turbo Triceratops Deluxe Launcher.

VTech toys were honored by respected toy industry lists including TTPM's "Most Wanted" and the Toy Insider's "Hot 20" and "Top Tech 12." Additional award recognition was received from *Good Housekeeping*, *FamilyFun*, *Parents Magazine*, *Scholastic Parent & Child*, National Parenting Publication Awards (NAPPA), The National Parenting Center (TNPC), Parents' Choice, Oppenheim Toy Portfolio, Dr. Toy and Tillywig. VTech toys have also topped major retailer holiday lists, including Toys"R"Us, Walmart, Target and Kmart.

"We couldn't be happier with the tremendous recognition our toys have received this year from esteemed experts in the toy industry," said William To, President of VTech Electronics North America. "We work closely with a panel of children's learning experts who provide input and guide us as we create educational, engaging, developmental and age-appropriate toys that instill a lifetime love of learning, and these awards validate our commitment to that mission."

Members of VTech's Expert Panel specialize in developmental or educational fields for children from birth through nine 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. Insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. These

recommendations have been compiled into a Milestones resource, which can be found at www.vtechkids.com/milestones.

The complete list of VTech's awards includes:

- **Kidizoom® Smartwatch** (www.vtechkids.com/kidizoomsmartwatch)
 - Walmart Toy 20 "Chosen by Kids" Toys
 - Kmart "Fab 15"
 - TTPM "Most Wanted"
 - TTPM People's Play Award
 - The Toy Insider "Top Tech 12"
 - *Parents Magazine* "Best Toys of the Year"
 - The National Parenting Center (TNPC) Seal of Approval
 - Parents' Choice "Recommended"
 - Dr. Toy 100 Best Award "Best Picks"

- **InnoTab®** (www.vtechkids.com/innotabrange)
 - The Toy Insider "Top Tech 12" (*InnoTab MAX*)
 - National Parenting Publication Awards (NAPPA) Honors (*InnoTab 3S Plus, InnoTab Go! Go! Smart Wheels Busy Day in Alphabet Town Learning Cartridge, I Spy Learning Cartridge, Learn to Write with Cody & Cora Learning Cartridge*)
 - The National Parenting Center (TNPC) Seal of Approval (*InnoTab Go! Go! Smart Wheels Busy Day in Alphabet Town Learning Cartridge*)
 - Parents' Choice "Recommended" (*InnoTab 3S Plus, InnoTab Go! Go! Smart Wheels Busy Day in Alphabet Town Learning Cartridge, Learn to Write with Cody & Cora Learning Cartridge*)
 - Parents' Choice "Approved" (*InnoTab 3 Plus*)
 - Dr. Toy 100 Best Award "10 Best Technology Picks" (*InnoTab 3S Plus*)
 - Tillywig Top Fun Award (*InnoTab 3S Plus*)
 - Tillywig Brain Child Award (*InnoTab Go! Go! Smart Wheels Busy Day in Alphabet Town Learning Cartridge, Learn to Write with Cody & Cora Learning Cartridge, I Spy Learning Cartridge*)

- **Go! Go! Smart Wheels® Ultimate Amazement Park Playset™** (www.vtechkids.com/gogopark)
 - Walmart Toy 20 "Chosen by Kids" Toys
 - Target Top Toy List
 - National Parenting Publication Awards (NAPPA) Silver Award

- The National Parenting Center (TNPC) Seal of Approval
- **Go! Go! Smart Animals™ Zoo Explorers Playset** (www.vtechkids.com/animals)
 - TTPM “Most Wanted”
 - TTPM People’s Play Award
 - The Toy Insider “Hot 20”
 - National Parenting Publication Awards (NAPPA) Silver Award
 - The National Parenting Center (TNPC) Seal of Approval
- **Go! Go! Smart Friends™ Busy Sounds Discovery Home™**
 (www.toysrus.com/product/index.jsp?productId=42500856&prodFindSrc=search&cp)
 - Toys“R”Us Hot Toys List
- **Smart Shots Sports Center™** (www.vtechkids.com/smartshots)
 - Oppenheim Toy Portfolio Platinum Awards
 - *Parents Magazine* “Best Toys of the Year”
 - National Parenting Publication Awards (NAPPA) Honors
 - The National Parenting Center (TNPC) Seal of Approval
- **Record & Learn KidiStudio™** (www.vtechkids.com/kidistudio)
 - Good Housekeeping Best Toy Award
 - *FamilyFun*: T.O.Y. Awards Top 10 Winner
 - *Scholastic Parent & Child*: Gold Star Toy Award
- **Sit-to-Stand Smart Cruiser™** (www.vtechkids.com/smartcruiser)
 - The National Parenting Center (TNPC) Seal of Approval
 - Parents’ Choice “Approved”
 - Dr. Toy 100 Best Award “Best Picks”
- **Lil’ Speller Phonics Station™** (www.vtechkids.com/lilspeller)
 - Oppenheim Toy Portfolio Platinum Awards
- **Chomp & Count Dino™** (www.vtechkids.com/ccdino)
 - Dr. Toy 100 Best Award “Best Picks”
- **Switch & Go Dinos® Turbo Triceratops Deluxe Launcher** (www.vtechkids.com/deluxeracer)
 - The National Parenting Center (TNPC) Seal of Approval

Availability

VTech toys are available at www.vtechkids.com and major retailers, including Amazon.com, Target.com, Toysrus.com and Walmart.com. The Go! Go! Smart Friends Busy Sounds Discovery Home is available exclusively at Toys“R”Us stores, as well as www.ToysRUs.com.

For additional information on these award-winning toys and more, 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 multiple award-winning products such as the InnoTab® MAX, VTech's first children's tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, InnoTab® 3S, 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 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 on Twitter.

¹ *Android is a trademark of Google Inc.*