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**VTECH®'S INNOVATION SHINES WITH KIDIZOOM® SMARTWATCH:
WORLD'S FIRST SMARTWATCH FOR KIDS WITH BUILT-IN CAMERA**

VTech Spearheads Wearable Technology Trend for Kids

(NEW YORK) – July 15, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the availability of its first ever fun camera watch for kids: the **Kidizoom® Smartwatch**. The world's first Smartwatch for kids, this innovative, multi-function watch is packed with robust features such as a built-in camera, video and fun photo effects, offering an enriching fun and educational experience in a wearable, kid-friendly, take-anywhere gadget. Leading the way into a new era of wearable technology tailored for children as young as four years old, the Kidizoom Smartwatch is available now at www.vtechkids.com, Amazon.com, Target.com, ToysRUs.com and Walmart.com.

"VTech is world-renowned for the superior innovation, design and the development that goes into our toys," said William To, President of VTech Electronics North America. "With the trend in smartwatches for adults, VTech has again successfully harnessed the latest technological trend and brought it to children in a fun, interactive, safe and educational way. The unique camera and video functions really resonate with children and set us apart from other watches and wearable tech."

VTech has a rich history in creating fun learning technology for children. Since 1980, VTech has combined innovative technologies that capture children's attention with educational content that makes learning fun. As technology has evolved, so have VTech's products, holding true to the company's mission to identify trends and new technologies and pass them on to the consumer in fun, engaging ways and at affordable prices.

The Smartest Watch for Kids

More than just a watch, the exciting new interactive Kidizoom Smartwatch lets kids capture photos, add photo effects, record videos and play built-in games for learning fun on the go. Complete with an easy-to-use 1.4" color touch screen, as well as more than 50 digital and analog clock displays, the multi-functional Kidizoom Smartwatch is perfect for kids learning to tell time. The Kidizoom Smartwatch also boasts a rechargeable battery, alarm clock, timer, stopwatch, voice recorder with funny voice changing effects and parental game controls. Because it is made just for kids, the Kidizoom Smartwatch features a durable design to withstand drops and bumps and is splash and sweat proof. In addition, the Kidizoom Smartwatch is PC and MAC compatible for uploading photos, videos and recorded voice files and offers access to VTech's Learning Lodge™ app store, where parents can download even more games and watch displays to extend the learning fun.

Kidizoom Smartwatch features include:

- 1.4 inch color touch screen
- Camera for taking photos and recording videos
- Voice recorder with 5 voice changing effects
- Special effects including customized photo frames, color filters and distortion effects; fun video frames
- 4 fun games, included
- Kid-durable design to withstand drops and bumps
- Splash proof and sweat proof
- Alarm clock with fun tones and animation
- Timer and stopwatch in kid-friendly themes
- 50+ digital and traditional analog displays
- Rechargeable battery
- 4 vibrant colors: blue, pink, white and green
- Micro USB cable for data transfer and battery recharging
- Access to Learning Lodge to download more games and watch displays



The Kidizoom Smartwatch (www.vtechkids.com/kidizoomsmartwatch) is recommended for ages four and up and has an MSRP of \$59.99.

For more information about VTech's full range of products, please visit www.vtechkids.com.

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 U.S. 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.