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'Show & Tell with Switch & Go' Video Contest Launches Today; One Winning Video will Air on a VTech Commercial on Nickelodeon

VTech Unleashes Full Line of Switch & Go Dinos and Inspires Kids to Transform Their Imaginations

CHICAGO – (August 22, 2012) VTech Electronics North America, LLC (www.VTechKids.com) is bringing bigger roars to the toy vehicle aisle as Attila the Ankylosaurus, Span the Spinosaurus and Brok the Brachiosaurus join the other award-winning Switch & Go Dinos on shelves today. All seven durable, unique and collectable Switch & Go Dinos are now available both online and in store at all major retailers, ranging in price from \$15.99 to \$49.99. In conjunction with the full launch of the toys, VTech is unveiling the 'Show & Tell with Switch & Go' video contest, which encourages children to use their imaginations to discover the ultimate dinosaur and car combination toy.

"VTech has combined technology, learning and fun to create the ultimate children's toy, Switch & Go Dinos. Our starter Switch & Go Dinos were extremely well received, and we're thrilled to unleash the remaining dinos, Attila, Span and Brok," said Tom McClure, Director of Marketing for VTech Electronics North America. "These toys provide kids with a totally unique, interactive and fun play experience ultimately transforming their imaginations. And we're excited to have the fun continue with our 'Show & Tell with Switch & Go' video contest, which encourages kids to use their imaginations to design their very own toy inspired by our Switch & Go Dinos."

The ultimate kids toy designed for ages 3-9, VTech's Switch & Go Dinos provides a unique 2-in-1 play experience, as all seven toys easily transform back and forth between dinosaur and vehicle in a few simple steps. Each Switch & Go Dino comes equipped with a customizable LCD screen allowing kids to personalize their play experience by choosing dinosaur eyes when in dinosaur mode and driver faces when in vehicle mode. Over 50 dinosaur and vehicle sound effects and educational dinosaur facts bring the toys to life, offering kids a personalized, immersive and enriching play experience.

About the 'Show & Tell with Switch & Go' Video Contest

To celebrate the official launch of the interactive toy line, VTech's 'Show & Tell with Switch & Go' video contest invites kids to create their own dinosaur and vehicle combinations that parents enter for the chance to win a kid's lifetime supply of educational VTech toys, plus a chance to see their video air on a VTech commercial on Nickelodeon during a private viewing party with all their friends and family in an ultimate Dino den transformed living room designed by VTech.

Contest Entry Phase

From August 20 – October 1, parents are encouraged to upload videos created by their children to the Dinos Contest tab of the VTech Facebook Page. The contest asks parents to film a 30 second video of their child's home-made toy Dino creation which can be made by customizing their existing Switch & Go Dino or by drawing or building their own dinosaur/vehicle combination toy inspired by the line.

America Votes!

From October 8 – October 19, parents can visit the Dinos Contest tab on the VTech Facebook page to vote for the coolest, most creative and fiercest dino/vehicle combination toy. Those who vote for their favorite top 10 video will be entered into a sweepstakes for a chance to win one of 25 sets of the starter Switch & Go Dinos.

The Grand Prize

One grand prize winner, which will be announced in early November, will receive a kid's lifetime supply of educational toys from VTech, and a chance to see the video air on a VTech commercial on Nickelodeon during a viewing party with all their friends while sitting in their ultimate "Dino den" transformed living room.

To learn more about VTech's 'Show & Tell with Switch & Go' video contest, including the official contest rules and regulations, visit the Dinos Contest tab on the VTech Facebook page.

The Switch & Go Dinos line features seven unique and collectable dinosaur/vehicle toys ranging from \$15.99 to \$49.99, including Brok the Brachiosaurus, Span the Spinosaurus, Attila the Ankylosaurus, Sliver the T-Rex, T-Don the Pteranodon, Tonn the Stegosaurus and Horns the Triceratops. All are available now at www.VTechKids.com, www.Amazon.com, www.Walmart.com, www.Target.com and www.ToysRUs.com.

About VTech

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Smile TV Learning System, is a world leader of age-appropriate learning toys. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.vtechkids.com/switchandgodinos, www.facebook.com/VTechtoys on Facebook, or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter. Also, be sure to follow our ultimate Switch & Go Dino Brok the Brachiosaurus on Twitter [@Broksays](https://twitter.com/Broksays).

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