



VTech® Inspires Endless Imagination with Innovative Additions to Go! Go! Smart Lines

*Award-Winning Go! Go! Smart Wheels® and Go! Go! Smart Friends® Deliver Multi-Sensory Learning to
Maximize Toddler Fun*

NEW YORK, February 17, 2017 /PRNewswire/ Today VTech® announces the introduction of exciting new themes and playsets to the award-winning Go! Go! Smart Wheels® and Go! Go! Smart Friends® collections, infusing technological innovation into recognized play patterns to spark children's imaginations. The toys feature proprietary SmartPoint® and MagicPoint® technologies that truly bring the toys to life while teaching first words, letters and more as children explore cause and effect relationships. The popular, extensive product lines feature 60 different playsets, accessories, vehicles and friends, and are on display at the 2017 North American International Toy Fair®.

"For more than five years, Go! Go! Smart Wheels has been captivating children's imaginations, making it a cornerstone of the VTech collection," said William To, President of VTech Electronics North America. "With the addition of a new monster truck theme and racing adventure park to Go! Go! Smart Wheels, along with mermaid and sweet treat themes to Go! Go! Smart Friends, we are continuing to keep the line fresh with new adventures that provide kids with engaging, multi-sensory learning."

The colorful, interactive Go! Go! Smart Wheels playsets spark toddlers' imaginations and encourage creativity while helping them explore concepts of cause and effect. They are designed to deliver important developmental benefits that help children reach social, emotional, language, cognitive, physical and motor milestones. As a child places a SmartPoint vehicle on SmartPoint locations found throughout the playsets, it will respond and engage children with lights, sounds and music. Kids will be in for a fast ride with the new Go! Go! Smart Wheels Race & Play Adventure Park™, an action-packed roller coaster playset featuring a kid-powered ramp, sling shot launcher, spinning Ferris wheel and even a 360° loop! And stunt racing has never been as much fun as with the Go! Go! Smart Wheels Press & Race™ Monster Truck Rally™, letting kids launch their Press & Race monster truck for engaging playtime with a fresh, fun theme.

Offering a comprehensive, multi-faceted play experience while delivering manipulative play features and charming details, the new fantasy-themed Go! Go! Smart Friends playsets are designed to captivate young children. Kids can explore a magical mermaid world with mermaid Pearl and her sea friends in the Go! Go! Smart Friends Shimmering Seashell Castle™, featuring three MagicPoint locations for children to interact with, boosting their imaginations and encouraging social play. When it's time for a sweet treat, the Go! Go! Smart Friends Sweet Surprises Treat Shoppe™ encourages little ones to explore two additional MagicPoint locations, as well as spinning gears, sliding cherries and pressing the ice cream button to enhance fine motor skills.

Highlights of the lines, available later this year, include:

Go! Go! Smart Wheels® Race & Play Adventure Park™: Go for a ride with Gavin, the go-kart on the Go! Go! Smart Wheels Race & Play Adventure Park. Move the go-kart up the hill with the hand crank, pull back the lever and launch the vehicle to the top and onto the track for a thrilling ride. Watch as it races down the track, through the 360° loop and out the jump ramp. The playset also includes a spinning Ferris wheel, a tumble-down carnival game and a swinging gate. It features four SmartPoint® locations that trigger unique fun sounds, phrases and music in the included go-kart and other Go! Go! Smart Wheels vehicles (each sold separately). Gavin, the go-kart features SmartPoint technology, and plays fun sounds, phrases, three sing-along songs and six melodies. Ages 1-5 years.

Go! Go! Smart Wheels® Press & Race™ Monster Truck Rally™: Any day can be a monster truck rally show with the Go! Go! Smart Wheels Press & Race Monster Truck Rally. Race and jump with Mark, the Press & Race monster truck around the rally tracks and off the launch pads while listening to him play fun phrases, sounds and melodies. Watch little drivers create their own stunts when they place the monster truck on the Press & Race zones, causing the flames or track to spin for the ultimate ride. Then, kids can have a jump competition and use the launcher to propel the monster truck through the air, encouraging creative play and discovery of cause and effect. Mark, the Press & Race monster truck features SmartPoint® technology, and plays fun sounds, phrases, three sing-along songs and ten melodies. Ages 1-5 years.

Go! Go! Smart Friends® Shimmering Seashell Castle™: Little ones will explore an undersea world when they visit the Go! Go! Smart Friends Shimmering Seashell Castle. This castle is full of adventure with mermaid Pearl and four accessory pieces including a mini sand castle, a seahorse, a dolphin and a vanity. Explore the castle and place Pearl on the three MagicPoint® locations to hear her playful phrases and sounds. Watch little deep sea divers go on adventures with Pearl and her sea friends when they play on the swing, slide the crab to dance and discover the magical light-up seashell together. Dive into imagination and discovery with Pearl in her magical sea castle! Ages 1½ -5 years.

Go! Go! Smart Friends® Sweet Surprises Treat Shoppe™: Get a taste of the sweet life with Lollie at the Go! Go! Smart Friends Sweet Surprises Treat Shoppe. This adorably fun playset will be a treat for little sweeties to explore and includes four fun accessories. Press Lollie's light-up button to hear fun sounds and phrases as she plays with her puppy, Pop. Place Lollie on the two MagicPoint® locations in the shop to watch her come to life with fun phrases, sound effects and lights. Little ones can exercise their fine motor skills by turning the gears, sliding the cherries to spin the whipped topping and pressing the ice cream button to change the flavors. It's a sweet time with Lollie and her friends at the Sweet Surprises Treat Shoppe! Ages 1½ -5 years.

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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 40 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, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 25 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.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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