



VTech® and LeapFrog® Together Unveil Innovative Products That Promote Learning and Development at the 2017 North American International Toy Fair®

Unique Partnership between Leading Brands Introduces Parents to the Importance of “Whole Child” Development

NEW YORK, February 17, 2017/ PR Newswire/ As education and development go hand in hand, VTech® and LeapFrog®, two top brands in children’s learning and entertainment, have come together to build on VTech’s long history of successful developmental toys and LeapFrog’s proprietary curriculum and world-renowned in-house learning experts. VTech and LeapFrog’s complementary product lines focusing on “whole child” development are debuting at the 2017 North American International Toy Fair®.

The partnership between VTech and LeapFrog provides an opportunity to create a portfolio of products that address the whole child, encompassing the physical, cognitive and social areas of children’s development. The companies’ commitment to developing the whole child enables parents to provide their children with high-quality learning products that build a great foundation for life-long learning.

“With our new partnership, VTech and LeapFrog complement each other to deliver toys that support whole child learning,” said William To, President, VTech Electronics North America. “By uniting VTech’s products that foster discovery and developmental milestones through playful innovations, with LeapFrog’s fun learning experiences that empower and inspire children to leap ahead, we are able to offer an exemplary line of products that promote children’s learning and development.”

At the heart of the partnership, VTech and LeapFrog’s learning products are being developed with critical insight from a dedicated team of in-house learning experts led by Dr. Clement Chau, Director of Learning for VTech and LeapFrog. An expert in early childhood development and learning, Dr. Chau and his team will guide the design and development of learning toys and educational products at VTech and LeapFrog, along with an Expert Panel that specializes in overall childhood development. Additionally, the team will provide insight into overall strategy and research efforts, coming together to create products that focus on educating the whole child while instilling a lifetime love of learning.

New from VTech:

Exciting and innovative new lines include Pop-a-Balls™, offering fun ball-popping action and GearZooz™, putting a new “spin” on gear play for toddlers. And, VTech’s multi-award-winning Go! Go! Smart lines will continue to expand to meet retailer and consumer demand with new themes and playsets added to the Go! Go! Smart Friends® and Go! Go! Smart Wheels® lines.

VTech is committed to continuing to bring parents’ technology to the next generation of kids and will introduce a smart communication and gaming device with quality content and robust features similar to those found in parents’ smartphones. The company will continue to build on the success of the

Kidizoom® Action Cam and Kidizoom Smartwatch® ranges as well as expand its award-winning Baby, Infant, Toddler and Preschool lines, adding nearly 40 innovative new introductions, bringing the total collection to more than 130 products.

New from LeapFrog:

LeapFrog is set to unveil significant advancements in its successful LeapPad™ line with the introduction of the new LeapPad Ultimate, the perfect first tablet for children, as well as the expansion of its LeapStart™ platform. Both platforms will feature expanded content with exciting and popular new licenses, including *Trolls*, *PAW Patrol* and *PJ Masks*. Combining core school curriculum and important 21st century learning skills with fun play experiences, LeapFrog will also grow its successful Infant and Preschool toy collection with nearly a dozen new introductions.

“Parents value their child’s healthy, whole child development, as much as they value giving them a strong foundation for life-long learning,” said Dr. Chau. “The latest introductions from both brands reflect our focus on whole child learning and we look forward to offering parents even more options as we continue to expand.”

For more information about VTech’s and LeapFrog’s products, please visit www.vtechkids.com and www.leapfrog.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 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.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative learning toys that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 20 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and

engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog, a subsidiary of VTech Holdings Limited, is based in Emeryville, California, and was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

