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**FOUR VTECH® DEVELOPMENTAL LEARNING PRODUCTS RECOGNIZED BY DR. TOY
AS BEST CHILDREN'S PRODUCTS OF 2014**

InnoTab® 3S Plus Named to Prestigious "10 Best High Technology" List

(CHICAGO) – November 6, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced its InnoTab® 3S Plus Learning Tablet, Kidizoom® Smartwatch, Chomp & Count Dino™ and Sit-to-Stand Smart Cruiser™ were recipients of Dr. Toy's 100 Best Children's Products Awards, recognizing the top educational and engaging products of the year.

The InnoTab 3S Plus, a fourth-generation learning tablet with Wi-Fi, was featured in the coveted 10 Best High Technology category for toys representing the best in digital innovations. Three toys were awarded Best Picks of 2014 – the Kidizoom Smartwatch, the world's first smartwatch for kids, and two new additions to VTech's expansive infant/preschool line-up: Chomp & Count Dino and Sit-to-Stand Smart Cruiser. Dr. Toy's report highlights the top products that combine innovation, learning and creativity for the best in smart play.

"It's truly an honor to be deemed among the year's best learning products by Dr. Toy and for our InnoTab 3S Plus to rank in the top ten best tech products of the year," said William To, President, VTech Electronics North America. "As pioneers of innovative technology, we aim to introduce engaging, age-appropriate content that inspires a love of learning and these awards further demonstrate our commitment."

"All four VTech products met our top testing criteria for design, quality and value," said Dr. Stevanne Auerbach, a leading child development expert, author (Dr. Toy's Smart Play/Smart Toys) and founder of Dr. Toy's Guide (www.drtoy.com). "The InnoTab 3S Plus also tested extremely well as a tech toy that helps build skills as it engages and educates young children. The enduring play value of this tablet ensured a spot on our '10 Best High Technology' list."

VTech works closely with a panel of children's learning specialists on the development of its infant and preschool learning products. Each one of the Expert Panel members specializes in developmental or educational fields for children from birth through 9 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.

Each child grows at a different pace mentally, emotionally and physically, and has different needs as they grow through various life stages. Insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. VTech delivers an expansive selection of toys that are appropriate for their child's particular age and stage and to accompany them as they continue to grow and reach new developmental milestones. These recommendations have been compiled into a Milestones resource, which can be found at www.vtechkids.com/milestones.

VTech's Dr. Toy's 100 Best Toys winners include:

InnoTab® 3S Plus: (www.vtechkids.com/innotabrange): InnoTab 3S Plus lets kids learn, create and connect using a kid-safe Wi-Fi connection to the Internet. Now children can search VTech and parent-approved websites as well as communicate in real time with Premium VTech Kid Connect™ on their very own kids' tablet. Exchange text and voice messages, photos, drawings and fun stickers with smart phones using the exclusive app available for free on the App StoreSM and Google Play™. In addition to the Rechargeable Power Pack and 16 included apps, children will have access to more than 650 additional cartridges, software and apps that can be downloaded from VTech's Learning Lodge®. The Wish List Maker lets children explore games, e-Books, videos, music and more, and send their favorites right to mom or dad's e-mail. Movie Maker allows kids to become their own director, using their photos to create amazing movies. Unleash children's creative sides with Art Studio and watch them color, draw, paint and decorate with special stickers. Age-appropriate content includes a recommended age and grade range to meet each child's unique needs. The expert-supported curriculum includes reading, math, social studies, handwriting, science, problem solving, geography and much more. Use the tilt sensor to interact with games, use the D-pad controller to choose directions and talk into the microphone to add to the fun. Children will love taking photos using the 180° rotating camera with over 55 special effects and using the video recorder to make movies. They can even import and listen to their own MP3s with the music player. (MSRP: \$79.99; ages 3-9 years)

Kidizoom® Smartwatch (www.vtechkids.com/kidizoomsmartwatch): The 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. It boasts a rechargeable battery, alarm clock, timer, stopwatch, voice recorder with five voice changing effects and parental game controls. Made just for kids, the Kidizoom Smartwatch features a durable design to withstand drops and bumps and is splash and sweat proof. 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. Available in four vibrant colors: blue, pink, white and green. (MSRP \$59.99; ages 4 years and up)

Chomp & Count Dino™: Children can learn about colors, foods, shapes and counting with the adorable new Chomp & Count Dino. Simply insert one of the eight brightly-colored play pieces in the dino's mouth and watch as he eats and recognizes each piece. Play in either food or counting mode and the dino responds with rewarding sounds and phrases all while introducing colors, numbers, shapes and more. Press the question button and kids can answer the dino's questions by feeding a specific food piece or by feeding a specific number of pieces to show what they've learned. Five shape buttons help kids learn shapes and numbers, while spinning the disc on dino's back will play sing-along songs. The dino can also be pushed or pulled by a string. The dino will recognize the movement and play fun melodies. (MSRP: \$19.99; ages 12-36 months)

Sit-to-Stand Smart Cruiser™: Cruise into the learning zone on the Sit-to-Stand Smart Cruiser. This 2-in-1 toy grows with children and transforms from a floor play toy with detachable steering wheel activity panel to an exciting ride-on toy. The interactive steering wheel features driving, learning and music modes with more than 80 songs, sounds and phrases that introduce animals, opposites and first words. Turn on the engine, move the gear shifter or press the horn to hear realistic driving sound effects. Children can pretend to drive to six different fun locations with arrow buttons teaching the concept of direction and road safety. Attach the steering wheel to the cruiser and it becomes a fun ride-on toy. The Sit-to-Stand Cruiser also has a fun front activity panel and under seat storage children can fill with small toys for more fun on the go! (MSRP: \$39.99; ages 6-36 months)

For more information about the complete VTech product range, 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, its first children's learning tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 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 Ltd. 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.

About Dr. Toy and Dr. Toy's 100 Best Awards

Developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), the Dr. Toy's 100 Best Toys and Children's Products Program serves as a valued service to consumers who desire to purchase safe, affordable, educationally-oriented and stimulating toys and play products for children.

Using extensive criteria developed by Dr. Auerbach over many years, Dr. Toy's 100 Best Toys and Children's Products are very carefully chosen and evaluated based on selective criteria. The criteria includes: safety, design, durability, price, quality, value, age grading, name recognition, company dependability, and place of purchase.

The report of winning toys for Dr. Toy's 100 Best Toys and Children's Products for 2014 is available to parents, teachers and others interested in play and toys on Dr. Toy's Guide at www.drtoy.com.