



VTech® Toys Selected as Finalists for Prestigious Toy of the Year Awards

Kidizoom® Action Cam and Flipsies® Sandy's House & Ocean Cruiser Received Nominations from the Toy Industry Association

CHICAGO, November 17, 2015 /PRNewswire/ Today VTech® announced two products are finalists for 2016 Toy of the Year (TOTY) Awards from the Toy Industry Association (TIA). The Kidizoom® Action Cam is a finalist in the e-connected category and Flipsies™ Sandy's House & Ocean Cruiser is a finalist in the innovative category. VTech's Go! Go! Smart Animals® Zoo Explorers Playset was named the top 2015 Infant/Toddler Toy of the Year. The winners will be announced at the annual awards ceremony held on February 12, 2016.

"We are thrilled that VTech toys have once again stood out from hundreds of TOTY submissions and are considered some of the best of the year," said William To, President, VTech Electronics North America. "We are still celebrating the fact that our Zoo Explorers Playset was chosen as the 2015 Infant/Toddler Toy of the Year and these nominations validate our continued commitment to creating innovative toys that deliver engaging and imaginative play experiences."

The winners of the TOTY Awards will be selected by ballots cast by consumers, mass and specialty toy retailers, media and TIA members. Consumers can vote for their favorite playthings of the year at www.ToyAwards.org now through January 17, 2016.

VTech's TOTY finalists can be found at www.vtechkids.com and include:

- **[Kidizoom® Action Cam](#)**: The Kidizoom Action Cam is a great first video and photo camera for kids and is durable enough to handle drops and tumbles. It can go anywhere kids go, and do anything kids do with two included mounts so they can attach it to their bike, skateboard and more, making it perfect for interactive play and capturing life's adventures. It also comes with a waterproof case so they can take videos and pictures up to 6' underwater – perfect for budding snorkelers and splashing fun. The Action Cam features a 1.4" color LCD screen and can take stop-motion videos and time-lapse photos in addition to regular videos and photos. Children can also explore their creativity with fun effects, frames and photo filters. It's easy to upload their photos and videos to a computer using the included micro USB cable so parents can choose to share them with family and friends. For even more fun, they can also play three exciting games. Available in yellow/black and purple. (Ages 4 years and up, MSRP \$59.99)
- **[Flipsies™ Sandy's House & Ocean Cruiser](#)**: Sandy's House & Ocean Cruiser is a 2-in-1 playset that transforms from a beautiful house where she can spend time with her friends to an ocean cruiser that she can use to explore ocean life! Press the charm on Sandy's necklace to see it light-up and to experience her friendly personality. Place Sandy on the eight MagicPoint™ locations on her playset or other MagicPoint locations on Flipsies playsets (each sold separately) and she'll respond with playful phrases unique to her own personality. Collect Sandy's friends (each sold separately), and they can switch clothes, wigs and accessories for more fun styles. When Sandy and one of her friends are on the MagicPoint locations at the dining table, they will activate the MagicChat™ feature and talk to each other. Connect the slide and zip line for even more fun! Let your dreams shine with Flipsies! (Ages 4 years and up, MSRP: \$39.99)

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, VTech's first children's tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, 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 25 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. 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.

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 the Toy Industry Association (TIA)

TIA is the not-for-profit trade association representing all businesses involved in creating and bringing toys and youth entertainment products to kids of all ages, representing more than 750 companies who account for approximately 90% of domestic toy sales. Toy safety is the number one priority for the toy industry. TIA has a long history of leadership in toy safety, having developed the first comprehensive toy safety standard more than 30 years ago, and works with government, consumers and industry on ongoing programs to ensure safe and fun play. For more information, please visit www.toyassociation.org or www.toyinfo.org.

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