



VTech® Earns More than 50 Industry Awards for Top Holiday Toys

Kidizoom® Smartwatch DX, Flipsies™, Go! Go! Smart® Adventures and Baby, Infant & Preschool Lines Honored

CHICAGO, November 20, 2015 /PRNewswire/ Today VTech® announced its toys received more than 50 accolades this holiday season from esteemed toy and parenting industry experts, toy councils and retailers. The Kidizoom® Smartwatch DX, Kidizoom® Action Cam, Go! Go! Smart Wheels® Ultimate RC Speedway™ and Sit-to-Stand Ultimate Alphabet Train™ were the runaway hits, each garnering multiple awards. Additional toys that were honored with recognition include Flipsies™ Sandy's House & Ocean Cruiser, Go! Go! Smart Animals® Grow & Learn Farm™, Lil' Critters Soothing Starlight Hippo™, Lil' Critters Roll & Discover Ball™, Write & Learn Creative Center™ and Baby Amaze® Learn to Talk & Read Baby Doll™.

"We are thrilled and honored that so many of our products have been recognized by esteemed experts in the toy industry," said William To, President, VTech Electronics North America. "With emerging technologies and evolving research into child development, the bar for innovation is raised every year. The fact that our toys continue to stand out from the competition is a testament to our continued commitment to creating engaging, developmental, age-appropriate toys that instill a lifetime love of learning."

VTech toys were recognized by respected toy industry lists including TTPM's "Most Wanted" and the Toy Insider's "Hot 20" and "Top Tech 12." Additional award recognition was received from *Parents Magazine*, *Scholastic Parent & Child*, National Parenting Publication Awards (NAPPA), The National Parenting Center (TNPC), Parents' Choice, Oppenheim Toy Portfolio, Dr. Toy, Tillywig Toy & Media and Play Advances Language (PAL). VTech toys have also topped major retailer holiday lists, including Toys"R"Us®, Walmart, Target and Kmart.

Additional details about VTech's award-winning products can be found at www.vtechkids.com. The complete list of VTech's awards includes:

Kidizoom®

Kidizoom® Smartwatch DX

- TTPM "Most Wanted"
- The Toy Insider "Top Tech 12"
- National Parenting Publication Awards (NAPPA) Silver Award
- The National Parenting Center (TNPC) Seal of Approval
- Dr. Toy 100 Best Award – 10 Best High Tech
- Tillywig Toy & Media Top Fun Award
- Parents' Choice Recommended Award

Kidizoom® Action Cam

- The Toy Insider Holiday Gift Guide
- Kmart "Fab 15"
- Oppenheim Toy Portfolio Platinum Award

- National Parenting Publication Awards (NAPPA) Silver Award
- Dr. Toy 100 Best Award – 10 Best High Tech
- Scholastic Parent & Child Gold Star Toy Award

Flipsies™

[Flipsies™ Sandy's House & Ocean Cruiser](#)

- The Toy Insider Holiday Gift Guide
- National Parenting Publication Awards (NAPPA) Gold Award
- Tillywig Toy & Media Best Creative Fun Award

Go! Go! Smart® Adventures

[Go! Go! Smart Wheels® Ultimate RC Speedway™](#)

- TTPM “Most Wanted”
- The Toy Insider “Hot 20”
- Toys“R”Us Holiday Hot Toy List
- Walmart “Chosen by Kids” List
- Target Top Toys List
- National Parenting Publication Awards (NAPPA) Silver Award
- The National Parenting Center (TNPC) Seal of Approval
- Tillywig Toy & Media Top Fun Award

[Go! Go! Smart Animals® Grow & Learn Farm™](#)

- National Parenting Publication Awards (NAPPA) Gold Award
- The National Parenting Center (TNPC) Seal of Approval
- Play Advances Language (PAL) Award
- Tillywig Toy & Media Brain Child Award

Baby, Infant and Preschool

[Lil' Critters Soothing Starlight Hippo™](#)

- Oppenheim Toy Portfolio Gold Award and SNAP Award
- National Parenting Publication Awards (NAPPA) Silver Award
- The National Parenting Center (TNPC) Seal of Approval
- Tillywig Toy & Media Sterling Fun Award

[Lil' Critters Roll & Discover Ball™](#)

- National Parenting Publication Awards (NAPPA) Silver Award
- The National Parenting Center (TNPC) Seal of Approval

[Sit-to-Stand Ultimate Alphabet Train™](#)

- *Parents Magazine* “Best Toys of the Year”
- Scholastic Parent & Child Gold Star Toy Award

- Oppenheim Toy Portfolio Gold Award
- National Parenting Publication Awards (NAPPA) Silver Award
- The National Parenting Center (TNPC) Seal of Approval
- Parents' Choice Approved Award
- Play Advances Language (PAL) Award
- Tillywig Toy & Media Brain Child Award

Write & Learn Creative Center™

- National Parenting Publication Awards (NAPPA) Silver Award
- The National Parenting Center (TNPC) Seal of Approval
- Parents' Choice Approved Award
- Dr. Toy 100 Best Award – 10 Best Audio/Visual
- Tillywig Toy & Media Best Creative Fun Award

Baby Amaze®

Baby Amaze® Learn to Talk & Read Baby Doll™

- National Parenting Publication Awards (NAPPA) Bronze Award
- Play Advances Language (PAL) Award
- Tillywig Toy & Media Sterling Fun Award

Promos

To help parents find the most affordable gifts to fit their budget, VTech is offering some exciting promotions throughout the holiday season at www.vtechkids.com. Highlights include:

- Kidizoom Action Cam: Build your own bundle - Save 20%
- Kidizoom Smartwatch: Build your own bundle - Save 30%
- Flipsies Dolls: Buy 3 get 1 Free
- Flipsies Sandy's House & Ocean Cruiser: Free Flipsies Doll of your choice
- Go! Go! Smart Wheels Ultimate RC Speedway Bundle: Free Extra RC Racer & Vehicle
- Go! Go! Smart Wheels Vehicles: Buy 3 Get 1 Free
- Go! Go! Smart Animals Grow & Learn Farm Bundle: Free Forest Adventure Playset
- Go! Go! Smart Animals: Buy 3 Get 1 Free
- Go! Go! Smart Friends: Buy 3 Get 1 Free
- InnoTV Bundle: Save \$10 + Free Wireless Controller
- InnoTV Bundle: Save \$10 + Free Learning Software
- InnoTab MAX Bundle: Save \$20 + Free Accessories Kit
- Learning Software: Buy 2 Get 1 Free

###

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 24 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.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com