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**VTECH® INNOTAB® 2S WI-FI LEARNING APP TABLET HONORED
AS 2013 PARENTS' CHOICE AWARD WINNER**

Award-Winning Learning Tablet Recognized by Parents' Choice Foundation

(CHICAGO) – June 11, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced that its InnoTab 2S Wi-Fi Learning App Tablet, one of the first children's learning based tablets with Wi-Fi, has been selected as a 2013 Parents' Choice Award winner by Parents' Choice Foundation. Parents' Choice Foundation is the nation's oldest nonprofit consumer guide to quality children's media.

"Our young testers (and their parents) particularly liked the rotating camera lens, art studio, as well as the calculator and calendar functions of the InnoTab 2S," said Claire Green, President of Parents' Choice Foundation. "The secure Wi-Fi connection – a must have for many families – helped the InnoTab 2S earn a spot as a Parents' Choice Recommended Award winner."

VTech's InnoTab range offers children their very own tablet that opens up a world of age-appropriate educational content across the widest variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun.

"We are thrilled that we've been named a Parents' Choice Award winner," said William To, President, VTech Electronics North America. "We strive to create innovative, educational electronics that make learning fun for children and believe that we delivered with our InnoTab 2S."

The InnoTab 2S Wi-Fi Learning App Tablet features a secure wireless connection to VTech's comprehensive app store, the Learning Lodge™, where children can explore games, e-books, videos, music and more, pick their favorites, create a wish list and send the list right to their parents' e-mail. Parents can then approve the wish list, which sends the purchases wirelessly, directly to the InnoTab 2S.

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The Learning Lodge currently features more than 350 educational games, e-books, music and videos developed specifically for each child's unique stage of development, as well as with their age and interests, with content expanding to offer a robust library of more than 600 titles by the end of the year. The broad library of subjects includes reading, math, social studies, science, creativity, problem solving and so much more! Starting with activities suitable for toddlers and expanding to grade schoolers, the Learning Lodge gives every child an opportunity to expand their learning potential while keeping them entertained.

Featured throughout the downloads and software cartridges are popular characters such as Mike the Knight™, Angelina Ballerina®, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Teenage Mutant Ninja Turtles®, Jake & the Neverland Pirates, Sesame Street and more. New titles coming out on the Learning Lodge beginning in June include: Monsters University®, Turbo®, Planes®, and more. Parents can track their child's progress through the Learning Lodge™ Progress Log, offer encouragement and share in their pride when kids reach new learning milestones. The InnoTab 2S lets parents rest assured that their children are embarking on a fun, educational learning experience.

Established in 1978, the Parents' Choice Foundation serves as a trusted and independent source for educators and librarians, journalists, as well as families searching for quality children's media and toys. Fewer than 30% of the products submitted to the Parents' Choice Awards program receive any level of commendation.

For more information about InnoTab 2S and 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. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

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 Parents' Choice Foundation

Best known for the Parents' Choice Awards® program, the Parents' Choice Award Seals are the Foundation's internationally recognized and respected icons of quality. Designed to help parents and caregivers make informed decisions about which new products are right for their children, the Parents' Choice Awards is the nation's oldest nonprofit program created to recognize quality children's media. The Parents' Choice Awards program honors the best material for children: books, toys, music and storytelling, magazines, mobile apps, software, videogames, television and websites. Parents' Choice Foundation's panels of educators, scientists, performing artists, librarians, parents and, yes, kids themselves, identify the very best products for children of different ages and backgrounds, and of varied skill and interest levels.