



## **VTech® Makes Debut in Robotics Toy Category with Myla the Magical Unicorn™**

*New Interactive Toy Features Enchanting Play Experience, Letting Kids Customize Myla with a Magical Color Palette*

NEW YORK, February 14, 2019 /PRNewswire/ Today VTech® announces the introduction of Myla the Magical Unicorn™, a colorful robotic unicorn toy that glitters with lights as she talks and sings, while introducing early concepts of color combination in a fun way. Marking VTech's entry into the robotics toy category and remaining on-trend with the continuing popularity of unicorns, this majestic interactive friend encourages kids to use the magic brush to choose a color from the butterfly palette and magically apply the color to her eyes, wings and horn. Myla the Magical Unicorn is on display at the 2019 North American International Toy Fair®.

"We're so excited to make our debut in the robotics toy category with such an innovative product," said Andy Keimach, President, VTech Electronics North America. "Myla will be a must-have toy. Myla's interactive features and her amazing accessories make her more than a toy, she's a fun friend!"

To customize Myla, simply touch her magic brush to the butterfly palette to choose a color. Then touch the magic brush to her eyes, wings and horn to decorate Myla in a variety of colors and even practice color combinations. Kids can also braid Myla's mane, brush her tail and complete her look by adding her crown and hair clips. For interactive fun, kids can sing a rocking duet with Myla and her microphone. When it's time to go solo, pull the microphone away and Myla will stop singing but continue to play music.

Myla the Magical Unicorn is recommended for ages 4+ years and will be available in May exclusively at Walmart stores nationwide and on Walmart.com, with expanded national retail availability this Fall.

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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 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 31 different languages worldwide, with more than 100 new products introduced every year.

In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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