



VTech® Expands Expert-Supported Baby, Infant, Toddler and Preschool Collections with Engaging New Lines

Company Enters Outdoor Trike Category with Innovative 4-in-1 Stroll & Grow Tek Trike™

NEW YORK, February 19, 2017 /PRNewswire/ Today VTech® announces the expansion of its successful Baby, Infant, Toddler and Preschool lines, featuring exciting new products that enrich children's play experiences while encouraging them to meet essential developmental milestones. Additionally, VTech is bringing its innovation to the outdoor trike category with a new transforming, grow-with-me product. These and more are on display at the 2017 North American International Toy Fair®.

"We're confident our new collection of Baby, Infant, Toddler and Preschool toys will continue to meet the demands of parents, providing engaging, innovative toys that help children reach developmental milestones at every age and stage," said William To, President of VTech Electronics North America. "And with our expansion into a new category with our 4-in-1 Stroll & Grow Tek Trike™, parents will find the innovation they expect from VTech combined with the exceptional value provided in a product that can span six years of their child's life."

VTech's learning products are developed with critical insights from a dedicated team of in-house learning experts led by Dr. Clement Chau, Director of Learning for VTech. An expert in early childhood development and learning, Dr. Chau and his team guide the design and development of learning toys and educational products at VTech, along with an Expert Panel that specializes in overall childhood development.

New Baby products include the Tummy Time Discovery Pillow™, an adorable giraffe pillow that encourages tummy time, and the Giggle & Grow Jungle Playmat™, a unique, portable playmat that features a removable growth chart. Two exciting new lines join the Infant and Toddler collections: Pop-a-Balls™, offering fun ball-popping action that promotes engaging play and discovery, and GearZooz™, putting a new "spin" on gear play and encouraging creative and critical thinking. The Pull & Discover Activity Elephant™, another addition to the Infant line, is an adorable elephant pull toy packed with activities to explore.

VTech is also making its debut in the outdoor trike category with the innovative 4-in-1 Stroll & Grow Tek Trike. This durable trike grows with little ones as it transforms through four different stages. It easily converts from a parent-controlled stroller mode, to training mode, to trike mode, and finally to drifting mode as children grow and gain more independence. The trike also features an electronic panel with grow-with-me content that is adapted to each of the four stages, making this a unique and innovative addition to the VTech line.

"VTech products foster imagination and discovery, and guide children through developmental milestones with playful innovations," said Dr. Chau. "The new collection showcases the depth of the lines and demonstrates VTech's commitment to developing products that help little ones learn through discovery."

Highlights of the Baby, Infant, Toddler and Preschool lines, available later this year, include:

Tummy Time Discovery Pillow™: Get comfy while having fun with the Tummy Time Discovery Pillow. This soft pillow features a friendly giraffe and provides comfortable support for babies with three ways to play. The crescent-shaped pillow provides support during tummy-time play as children begin strengthening their neck muscles. It also supports them while they are learning to sit on their own. As a child grows, it is great for take-along play. The pillow has multiple textures, patterns and colors for visual and tactile stimulation. Light-up piano keys on the removable piano introduce colors, shapes and animals, and play music and short tunes. Plus, the removable baby-safe mirror and rattle are perfect for on the go fun. Ages birth +.

Giggle & Grow Jungle Playmat™: Watch little ones grow and play with the Giggle & Grow Jungle Playmat. This plush playmat is compact, folds easily for travel and includes a removable giraffe growth chart. The bold colors, plush material, flower mirror and rattle provide tactile and visual stimulation for children. The electronic panel includes two modes with buttons that play fun phrases, animal names, shapes, songs and melodies while building fine motor skills. As babies become toddlers, parents can remove the giraffe growth chart, hang it on the wall and use the slider marker to track their height. Ages birth +.

4-in-1 Stroll & Grow Tek Trike™: Ride in style for years to come with the 4-in-1 Stroll & Grow Tek Trike. This sturdy trike transforms through four different stages and includes an electronic panel with grow-with-me content that is adapted to each of the stages. Easily transform the trike from parent-controlled stroller mode, to training mode, trike mode and then drifting mode as a child enhances motor skills and confidence. The electronic panel also features an LED screen and content that evolves with little riders to explore directions, reinforce road safety and encourage role-play. Ages 9 months – 6 years.

Pull & Discover Activity Elephant™: An elephant never forgets and little ones won't either when they go on new adventures with their Pull & Discover Activity Elephant! Twist the dial and little jungle explorers will learn about the jungle friends, what sounds they make, fun phrases and music. When they're feeling tame they can press light-up buttons that encourage motor skills or match the blocks with the shape sorter to discover colors, animals and shapes. Manipulative features such as the spinning flower, sliding caterpillar and rolling ball help develop fine motor skills. When little adventurers are feeling a bit wild, the elephant is a great on-the-go toy that plays music and fun sounds when the elephant is pulled along by the string. Ages 12-36 months.

Pop-a-Balls™ Push & Pop Bulldozer™: Pop, drop and watch little ones stroll along with the Pop-a-Balls Push & Pop Bulldozer! This delightful bulldozer encourages movement and motor skills in little builders when the colorful balls are counted as they pop up through the chimney, into the scoop bucket and back again. Start pushing the chunky handle and watch the bulldozer come to life with poppin' balls and fun tunes! Little ones can also sit and play with the bulldozer by pressing the buttons to learn colors, numbers and music. Ages 12-36 months.

GearZooz™ Roll & Roar Animal Train™: Kids can be the conductor of their own adventures with GearZooz Roll & Roar Animal Train. Next stop is a new learning milestone for little railway riders.

Children can create their own unique train by mixing and matching the 15 included gears while strengthening their fine motor skills and problem solving techniques. Put the Smart Gear™ animals on the pegs to learn about animals. Press the buttons to listen to different instruments or answer kid-friendly quiz questions and move the slider to explore different locations. Little ones can push the train or pull the string to watch the gears spin and move together. Ages 1 ½ - 4 years.

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 25 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.

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

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