



Contact:
Andrew Sroufe
312-397-6073
andrew.sroufe@ogilvypr.com

VTech Infant Toys Have MORE To Love *More Developmental Features for Growing Minds; More Peace of Mind for Moms*

CHICAGO – (February 13, 2011): Recent research¹ about the new “Real Mom” shows that mothers are still struggling to balance their careers, families and personal life. But for the first time, moms are starting to give themselves permission to have more personal time. In fact, many moms are embracing it.

As COO of the household, moms have less of a break than ever before, despite the fact that “more free time” is one of the three aspirations shared by more than 65% of moms (the other two are “healthy children” and a “happy marriage”).² While she won’t cut corners when it comes to raising her children, she is looking for ways to be smarter and more efficient to help make a little room for “me time” in her day.

VTech® helps moms to give their young children the very best, as well as some “me time” by designing learning toys that offer more – MORE learning for growing minds, MORE at a range of prices that fits their budgets and MORE features for keeping children occupied.

VTech has enlisted Dr. Lise Eliot, Child Development Expert and Associate Professor of Neuroscience at The Chicago Medical School of Rosalind Franklin University of Medicine & Science, to advise on the development of a new line of infant toys. The new products provide age-appropriate interaction and activities that help babies stay occupied while learning. Additionally, new VTech toys are being designed to engage babies both cognitively and physically as Dr. Eliot’s research has shown both areas to be critical to early development.

“While toys will never replace the important one-on-one interaction between a parent and baby, toys such as VTech’s Care & Learn Teddy™ and Peek at Me Bunny™ offer features and functions that provide the right amount of diversion so babies stay engaged and that give moms peace of mind and some time for themselves,” said Dr. Eliot.

VTech has an extensive range of infant learning toys from birth to 36 months. New for 2011 include:



Peek at Me Bunny™

This adorable soft, plush bunny feels all cuddly and warm when baby holds him and also includes fun learning surprises! Peek at Me Bunny has sensors on his body for interactive touch and hugging play, as well as learning keys on its hands and feet.

Mom can switch bunny to Day or Night mode for active or sleepy-time play. A giant yellow star on the bunny’s tummy plays songs and glows as a soothing night light.

Peek at Me Bunny has age-appropriate learning, including peek-a-boo play (6 months), learning body parts (12 months) and emotional play (24 months) so it will grow with your child and provides great value to Mom.

SRP: \$14.99. Ages 6 months and up.

Available Spring 2011 online at vtechkids.com, at Target, Toys R’ Us and at other major retailers

Care & Learn Teddy™

The Care & Learn Teddy plush bear has some boo-boos and it’s up to baby to make him feel better. Infants interact with Teddy to learn about body parts like ears, hands, feet, tummy and heart. He comes with a detachable bandage, stethoscope and thermometer so baby can give him lots of TLC and make sure he recovers quickly. Teddy’s nose even flashes when baby interacts with him and the stethoscope interacts with Buddy’s heart to help make a diagnosis and get him on the road to recovery.

SRP: \$19.99. Ages 18 months and up.

Available Fall 2011



¹ Advertising Age White Paper, “The New Female Consumer: Rise of the Real Mom,” July 2009

² GfK Roper Need to Know Reports, “New Moms: A New, Multifaceted World,” 2009

Grow & Discover Music Studio™

The Grow & Discover Music Studio is the perfect way to let your aspiring musician really rock out! This pretend-play music station has everything baby needs to learn about music. A detachable guitar and drum help little ones learn about sounds and musical patterns, while the piano keys introduce the musical scale and the songbook encourages imitative play. And why does baby's first word have to be spoken when it can be *sung!* The microphone helps promote verbal development.

SRP: \$29.99. Ages 9 months and up.
Available Fall 2011



2-in-1 Discovery Table™

The 2-in-1 Discovery Table is an innovative toy that easily adapts to your child's various activities. The desk-themed learning side features interactive buttons, gears and other points of articulation complete with light, sound, color and texture exploration and more. When you flip the table over, the child will bring their artistic side to life with plenty of room to draw, doodle, paint and create on the wide flat surface that is perfect for little artists.

SRP: \$39.99. Ages 12 months and up.
Available Fall 2011

"VTech has been dedicated to serving as moms' trusted partner by delivering age-appropriate learning toys for infants and toddlers for nearly 35 years," said Tom McClure, Director of Marketing, VTech Electronics, North America. "Working with our Advisory Council of developmental experts, which includes Dr. Eliot, gives moms that added assurance that VTech toys offer more learning for growing minds – something moms can feel good about."

"No one is Supermom, there will be times when mom needs something to keep her child busy while she multitasks," said Dr. Eliot, Child Development Expert and VTech Learning Advisor. "VTech toys are great for this because they focus on some of my favorite activities for infant development:"

- Music is a great way to help babies learn language, presenting new words in a fun and memorable context.
- Physical development is crucial; from the third month of life onward, a baby's limb movement increases significantly as she begins to crawl, stand and walk, so make sure she has a safe place to move and age-appropriate toys to grasp, push and pull.
- Babies are visual sponges; surround them with bold, vivid colors and patterns that engage these new optical abilities.
- Get into a routine; repeated, positive experiences can have a lasting positive impact on child's brain development.

ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Reader and MobiGo handheld toys, is a world leader of age-appropriate learning products. 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 is headquartered in Hong Kong and is the world's largest manufacturer of cordless telephones and provides highly sought-after contract manufacturing services, with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.vtechkids.com on the Web, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.