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VTECH® TOPS HOLIDAY TOY LISTS WITH TWENTY INDUSTRY AWARDS

InnoTab® 3S Learning Tablet with VTech Kid Connect Communication App Among Toys Recognized

(CHICAGO) – November 12, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental, stage-based electronic learning products for children, today announced its toys received 20 accolades to date from esteemed toy and parenting industry experts, toy councils and retailers. The InnoTab® 3S Learning Tablet with the groundbreaking VTech Kid Connect communication app secured the most awards with nearly 10, while the Go! Go! Smart Wheels™ playsets and the 2-in-1 Shop & Cook Playset™ also topped this year's lists. Additional toys recognized include Switch & Go Dinos® Blister the Velociraptor™, Roll & Learn Turtle™ and Kidijamz Studio.

"We are thrilled with the recognition our toys have received from esteemed experts in the toy industry leading into the holiday season," said William To, President of VTech Electronics North America. "These awards affirm that we are succeeding in our commitment to deliver innovative, educational toys that are fun and resonate with both parents and children."

VTech toys were honored by respected toy industry lists including TimetoPlayMag.com's "Most Wanted" and the Toy Insider's "Hot 20" and "Top Tech 12." Additional award recognition was received from *Good Housekeeping*, *FamilyFun*, *Parents Magazine*, *American Baby*, National Parenting Publication Awards (NAPPA), Parents' Choice Awards and Dr. Toy. VTech toys have also topped major retailer holiday lists, including Toys"R"Us, Walmart, Kohl's and Amazon.com.

The complete list of awards includes:

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- **InnoTab 3S Learning Tablet with Kid Connect**
 - Toys“R”Us Hot Toys List
 - Amazon.com Holiday Toy List
 - Kohl’s Top 25 Dream Toys
 - Dr. Toy 100 Best “10 Best High Technology Products”
 - Parents’ Choice Awards “Approved”
 - *Parents Magazine* “Best Toys of the Year”
 - The Toy Insider “Top Tech 12”

- **Go! Go! Smart Wheels**
 - Walmart Top 20 “Chosen by Kids” Toys (Train Station Playset)
 - Amazon.com Holiday Toy List (Train Station Playset)
 - The Toy Insider “Hot 20” (Construction Playset)
 - TimetoPlayMag.com “Most Wanted” (Airport Playset)

- **2-in-1 Shop & Cook Playset**
 - Dr. Toy 100 Best “10 Best Toys”
 - *FamilyFun* T.O.Y. Awards Top Ten Toy of the Year
 - *Good Housekeeping* Best Toy Award
 - National Parenting Publication Awards (NAPPA) Honors
 - *Parents Magazine* “Best Toys of the Year”

- **Switch & Go Dinos Blister the Velociraptor**
 - National Parenting Publication Awards (NAPPA) Silver
 - Parents’ Choice Awards “Fun Stuff”

- **Roll & Learn Turtle**
 - *American Baby* Best Toys of the Year

- **KidiJamz Studio**
 - Kohl’s Top 25 Dream Toys

Availability

InnoTab 3S, Go! Go! Smart Wheels, Switch & Go Dinos and Roll & Learn Turtle are available at www.vtechkids.com and major retailers, including Amazon.com, Target.com, Toysrus.com and Walmart.com. KidiJamz Studio is available exclusively at Kohl’s.

For additional information on these award-winning toys and more, 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. 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 award-winning products such as the InnoTab® 2S Wi-Fi Learning App Tablet, one of the first children's learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge™, VTech's comprehensive app store, features a robust library of more than 350 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 more than 600 titles by the end of 2013. 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. In order to further strengthen VTech's position as a learning authority, the company's Panel of Experts, 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 Ltd. is headquartered in Hong Kong with distribution globally. VTech is the largest supplier of ELPs from infancy to preschool in the US and Western Europe.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.