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VTECH® INNOTAB® LEARNING CARTRIDGES HONORED WITH TILLYWIG TOY & MEDIA AWARDS

*Award-Winning Titles Feature Disney's Sofia the First and Doc McStuffins and
Disney•Pixar's Monsters University*

(CHICAGO) – June 2, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced that three InnoTab® Learning Cartridges have received accolades from the Tillywig Toy & Media Awards. InnoTab Learning Cartridges Disney's Sofia the First and Doc McStuffins and Disney•Pixar's *Monsters University* were recipients of the Tillywig Brain Child Awards, which recognize exciting products that energize the mind while seamlessly blending fun and learning.

"We are honored that our products have been selected as Tillywig award winners," said William To, President, VTech Electronics North America. "VTech continues to provide toys that offer children fun while learning and also demonstrate we are a trusted brand by parents and educators alike."

"VTech's InnoTab Learning Cartridges featuring popular licensed characters and educational content were a hit with our group of testers," said Dan Levy, Program Director, Tillywig Toy & Media Awards. "These products provide limitless fun and engage kids while learning – the true definition of our Brain Child Awards."

VTech works closely with a panel of children's learning specialists on the development of its infant and preschool learning products. Each one of the Expert Panel members specializes in developmental or educational fields for children from birth through nine years of age. VTech and the Expert Panel collaborate to ensure their products and content deliver the best learning experience possible for every child at every stage of development.

Each child grows at a different pace mentally, emotionally and physically, and has different needs as they grow through various life stages. Insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. VTech delivers an expansive selection of toys that are appropriate for their child's particular age and stage and to accompany them as they continue

to grow and reach new developmental milestones. These recommendations have been compiled into a Milestones guide, which can be found at www.vtechkids.com/milestones.

VTech's Tillywig Toy & Media Awards winners include:

InnoTab® Learning Cartridge Disney Sofia the First: It's Jumble Day and everything is topsy-turvy at Royal Prep! Princess Sofia discovers all her classrooms have changed places. She needs help getting to class! Play games to help Sofia and her friends in the Sofia the First game for InnoTab. Tap the tablet to move Sofia and Minimus up and down as they race along in Flying Horse Riding Class. Touch the screen to create magic paintings with Sofia in Art Class and tap the magic wand to watch them come to life! Learn how Sofia becomes a princess in Story Mode with the interactive e-Book. Take pictures with favorite characters and scenes (camera activity only compatible with InnoTab systems with a camera). Seven learning games and two creative activities teach counting, colors, patterns, problem solving and more! Join Sofia on this wild and thrilling day! (MSRP: \$24.99, ages 3-6)

InnoTab® Learning Cartridge Disney Doc McStuffins: Help Doc McStuffins give her toys a check-up so she can take their ouchies away in this fun tablet game. Read a story about Lambie and Doc in an e-Book, color in Doc's Big Book of Boo-Boos and play games with Doc and her friends. Take pictures with different Doc McStuffins characters and stamps (camera activity only compatible with InnoTab systems with a camera). Kids can even help Lambie complete a dance with Bella Ballerina by remembering the sequence of dance moves in "Ballet Dance Party." Learn reading, vocabulary, observation, logic, memory, math, visual skills, creativity, healthy living and more. The Doc is in! (MSRP: \$24.99, ages 4-7)

InnoTab® Learning Cartridge Disney•Pixar Monsters University: Mike and Sulley are gearing up for the campus Scare Games at Monsters University in this exciting InnoTab software title. Follow Mike's calendar and train in nine games including "Reflex Training," "Monster Football" and "Simulated Scare." Children can learn letters, math, memory and more. Kids can also read the "Monsters University" e-Book or take and decorate photos with Monsters U stickers and frames (camera activity only compatible with InnoTab systems with a camera). Featuring the voices of Mike and Sully, children will set off on a learning adventure... the monsters' way! (MSRP: \$24.99, ages 4-7)

All three InnoTab Learning Cartridges are compatible with InnoTab Learning Tablets. A range of educational cartridges are available, offering age-appropriate games, e-Books and more that allow children to progressively learn key subjects such as math, reading and science in steady stages. Interactive e-Books teach reading and vocabulary, while creative activities and camera fun inspire children's imaginations.

For more information about InnoTab 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. 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® 3S Wi-Fi Learning 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 650 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 even more titles. 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 Expert Panel, 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 Limited 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.

About The Tillywig Toy & Media Awards Program

The Tillywig Toy & Media Awards aim to provide retail buyers, news media, parents, and consumers with product information and reviews of superior children's products available in today's marketplace.

In addition to the evaluation of products, the Tillywig program also awards a small number of retail stores each year for their ongoing contributions to promoting high quality, innovative new products. Product awards are given on the basis of group play tests, the primary purpose of which is evaluating the entertainment and/or educational value of the products submitted. Retailer awards are given on the basis of information procured through online research as well as interviews with manufacturers, retailers, and consumers.