



Adventures Await with New Go! Go! Smart Playsets from VTech®

Acclaimed Toddler Line Expands with New Wheels, Animals and Friends

CHICAGO, August 12, 2015 /PRNewswire/ From imaginative play that expands creativity to toys that develop crucial motor skills, kid's play can be a time when learning and fun go hand in hand. Since its launch four years ago, VTech's award-winning Go! Go! Smart line has provided engaging, innovative experiences to young children with an irresistible blend of technology and established play patterns, delivering multi-sensory learning to maximize toddler fun. Today the company announces the expansion of Go! Go! Smart Wheels®, Go! Go! Smart Animals® and Go! Go! Smart Friends® ranges, bringing the total to nearly 75 different playsets, accessories, animals, vehicles and figures in the collection for children ages 1 to 5 years.

"Our Go! Go! Smart line, which builds on our foundation of developing age-appropriate, educational innovations, has thrived based on consumer response and demand," said William To, President, VTech Electronics North America. "With the success of our flagship Go! Go! Smart Wheels line, we extended the brand and found another huge hit in Go! Go! Smart Animals, which garnered a prestigious 2015 Toy of the Year (TOTY) Award for our Go! Go! Smart Animals Zoo Explorers Playset™. This year, we are proud to again expand our Go! Go! Smart line to introduce Go! Go! Smart Friends with innovative MagicPoint™ and MagicChat™ technology that truly brings the toys to life. We anticipate the continued growth of this line for years to come."

The Go! Go! Smart line lets toddlers discover cause-and-effect learning as they engage in imaginative role play and develop fine motor skills with help from fun, friendly vehicles, animals and figures. For the first time, the growing collection of Go! Go! Smart Wheels includes remote control vehicles and advanced mechanical play, giving little ones a chance to take control of the action. Following a well-received launch last year, Go! Go! Smart Animals is expanding further with new farm animals and playsets, offering more ways for kids to go wild with learning. And Go! Go! Smart Friends feature special MagicPoint™ technology that brings the unique characters and playsets to life with lights, sounds, music and motion. Additionally, the Go! Go! Smart Friends Busy Sounds Discovery Home™ includes VTech's innovative MagicChat™ feature which allows two figures to chat and sing songs together. With a variety of track pieces that easily snap together and connect all the Go! Go! Smart playsets, kids can maximize their play experiences and have fun as they learn.

"Play serves an important role in a child's development and learning," states [Dr. Deborah Libby](#), Early Childhood Reading and Language Expert and VTech Expert Panel Member. "Play ideally begins early and continues throughout a child's life, helping them learn, think, socialize, problem solve and ultimately have fun. VTech has made a commitment to developing toys that are entertaining, exposing children to important learning concepts. The Go! Go! Smart line offers toddlers endless opportunities to engage in developmentally appropriate play while introducing key early learning concepts such as letters, words, colors, counting and much more."

Highlights of the Go! Go! Smart lines include:

- [**Go! Go! Smart Wheels® Ultimate RC Speedway™**](#): Zip around the Go! Go! Smart Wheels Ultimate RC Speedway, and speed through four action zones and over nine SmartPoint locations using the steering wheel-shaped remote control for an exciting interactive experience with the RC SmartPoint® Racer! The speedway is 4.5 feet of interchangeable tracks and features a stunt ramp, elevator, movable gears, starting flags and track switches that are all triggered by the RC race car. Ralph and his race car entertain your little one with a light-up driver button that activates playful music and fun sounds. He also teaches the letter "R" and the vehicle's name. Get another RC SmartPoint Racer (sold separately) and race a friend! Winner of a 2015 NAPPA Silver Award. (MSRP: \$59.99)
- [**Go! Go! Smart Animals® Grow & Learn Farm™**](#): Get growing at the Go! Go! Smart Animals Grow & Learn Farm. This colorful farm has an electronic barn that introduces colors, numbers, and vegetables. Roll Reggie the SmartPoint® rooster over the seven SmartPoint locations to hear different phrases, music or fun sound effects. Then twist the watering can to watch the garden "grow." You can also connect the tracks to other Go! Go! Smart Wheels and Go! Go! Smart Animals playsets (sold separately)! Winner of a 2015 NAPPA Gold Award. (MSRP: \$39.99)
- [**Go! Go! Smart Friends® Busy Sounds Discovery Home™**](#): Explore the Go! Go! Smart Friends Busy Sounds Discovery Home with Miss Norah! The interactive house features seven MagicPoint™ locations that encourage imaginative play and emphasize cause and effect relationships. Simply place Miss Norah on one of the MagicPoint locations to experience her friendly personality, motion, lights and more. Put Miss Norah in the elevator and watch as the elevator magically moves up and down. Activate the MagicChat™ feature in the playroom, and hear Miss Norah and other MagicPoint characters (sold separately) chat and sing with each other. Miss Norah also responds to other MagicPoint locations on Go! Go! Smart Friends accessories and playsets (each sold separately). Press Miss Norah's light-up button, and she will come to life by introducing herself, sharing the things she likes to do and singing two sing-along songs. It's playtime where friendship leads to learning! (MSRP: \$44.99)

For more information, visit www.vtechkids.com and www.vtechkids.com/speedstercontest to enter the #gogospeedster contest for a chance to win a Go! Go! Smart Wheels Ultimate RC Speedway.

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 multiple award-winning products such as the InnoTab® MAX, VTech's first children's tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 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 25 different languages worldwide, with more than 100 new products introduced every year. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. 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.

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

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com

