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**VTECH® UNVEILS EXTENSIVE COLLECTION OF DEVELOPMENTAL LEARNING TOYS
AT 2014 AMERICAN INTERNATIONAL TOY FAIR**

Award-winning Product Lines Feature Exciting Introductions and Brand Extensions

(NEW YORK) – February 16, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today unveiled its new lineup at the 2014 American International Toy Fair. Building upon its legacy as a learning authority, VTech is expanding its award-winning infant and preschool, Switch & Go Dinos® and Go! Go! Smart Wheels® lines with engaging, innovative introductions that make learning fun.

“We are very excited to reveal our new lineup of developmental learning toys infused with technology that enhance the play experience, stimulate the senses and ignite a child’s imagination,” said William To, President, VTech Electronics North America. “For more than 30 years, we have demonstrated our commitment to innovative, educational products that enrich children’s development and we look forward to continuing to make learning fun for kids.”

VTech’s 2014 range of new introductions include:

Infant and Preschool

VTech is significantly expanding its award-winning infant and preschool line with more than 40 exciting new products. VTech consults with a panel of experts on the development of its infant and preschool learning products. These experts specialize not only in the critical subject areas that are important for instilling a lifetime love of learning: reading, language arts, math and science, but the broader spectrum of childhood development.

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With more than 100 years combined experience, these experts provide VTech with valuable input to ensure that all of their products are perfectly suited for a child's particular age and accompany them as they reach developmental milestones.

Children can learn about colors, numbers, shapes and food with the adorable **Chomp & Count Dino™**, cruise into the learning zone on the **Sit-to-Stand Smart Cruiser™**, rock out with the **Stand & Learn Singing Center™** and **Record & Learn KidiStudio™**, explore their athletic prowess with **Smart Shots Sports Center™** and become spelling superstars with the **Lil' Speller Phonics Station™**. VTech's latest additions to its expansive line of infant and preschool toys introduce children to early learning skills and help establish a lifetime love of learning. The new infant and preschool items range in price from \$9.99-\$49.99.



Switch & Go Dinos® Turbo

The evolution continues with the introduction of VTech's Switch & Go Dinos Turbo in 2014! Kids can rev up the action with the addition of flywheels that let the dinos race and roar across the floor. There are two new launchers to really turbo-charge the fun. The new line also includes the first ever remote control Switch & Go Dinos Turbo – **Bronco the RC Triceratops™***, and a rugged construction excavator, **Digger the Woolly Mammoth™**.



Every Switch & Go Dinos Turbo features the high-quality electronics and unique transformation feature kids have come to love, to provide a 2-in-1 imaginative play experience. They also emit realistic dinosaur and vehicle sounds and fun phrases that teach facts about each dino, providing kids with enriching playtime. The evolving line ranges in price from just \$9.99 to \$44.99.

Go! Go! Smart Wheels® and Go! Go! Smart Animals™

The award-winning Go! Go! Smart Wheels line goes wild with a brand new extension this year – Go! Go! Smart Animals! Both lines offer traditional role-play infused with modern technology, for an engaging, multi-sensory learning experience. Each playset features SmartPoint™ locations that work with every SmartPoint vehicle and animal in the lines. As a vehicle or animal is rolled over a playset's various SmartPoints, it will flash and play greetings, fun sounds, short tunes and sing-along songs.



The expanded Go! Go! Smart Wheels line includes fun new playsets such as the exciting **Ultimate Amaze-ment Park Playset™**, letting kids race their cars through a 360 degree loop, spiral and ramp, and new vehicles like an ATV, convertible, bulldozer, airplane and dump truck. Three wild playsets are part of the new Go! Go! Smart Animals line, including the **Zoo Explorers Playset™**, **Forest Adventure Playset™** and **Tree House Hideaway Playset™**. The introductory animals assortment includes a monkey, tiger, lion, hippo, giraffe, elephant, zebra and alligator. The vehicles and animals start at just \$7.99, with playsets ranging in price up to \$59.99.

For more information about VTech's new products, 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 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 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.

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