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**VTECH® INNOTAB® 2S WI-FI LEARNING APP TABLET RECEIVES
THE NATIONAL PARENTING CENTER'S PRESTIGIOUS SEAL OF APPROVAL**

Learning Tablet Recognized for Educational Content, Wi-Fi Feature

(CHICAGO) – May 15, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced that its InnoTab 2S Wi-Fi Learning App Tablet, one of the first children's learning based tablets with Wi-Fi, has received the 2013 Seal of Approval from The National Parenting Center. The Seal of Approval is awarded following ten weeks of consumer testing by parents and children at The National Parenting Center's test centers.

"VTech scored high marks from both our parent and child testers with their robust InnoTab 2S Tablet," said David Katzner, President of The National Parenting Center. "The device's combination of educational content, multimedia learning and entertaining play capabilities combined with its Wi-Fi connectivity really impressed parent testers and engaged children."

VTech's InnoTab range offers children their very own tablet that opens up a world of age-appropriate educational content across the widest variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun.

"It is an honor to be recognized by The National Parenting Center and receive their Seal of Approval," said William To, President, VTech Electronics North America. "We look forward to continuing to create innovative, educational electronics that resonate with parents and children alike and will continue to secure VTech's position as a learning authority."

The InnoTab 2S Wi-Fi Learning App Tablet features a secure wireless connection to VTech's comprehensive app store, the Learning Lodge™, where children can explore games, e-books, videos, music and more, pick their favorites, create a wish list and send the list right to their parents' e-mail. Parents can then approve the wish list, which sends the purchases wirelessly, directly to the InnoTab 2S.

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The Learning Lodge currently features more than 350 educational games, e-books, music and videos developed specifically for each child's unique stage of development, as well as with their age and interests, with content expanding to offer a robust library of more than 600 titles by the end of the year. The broad library of subjects includes reading, math, social studies, science, creativity, problem solving and so much more! Starting with activities suitable for toddlers and expanding to grade schoolers, the Learning Lodge gives every child an opportunity to expand their learning potential while keeping them entertained.

Featured throughout the downloads and software cartridges are popular characters such as Mike the Knight™, Angelina Ballerina®, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Teenage Mutant Ninja Turtles®, Jake & the Neverland Pirates, Sesame Street and more. New titles coming out on the Learning Lodge beginning in June include: Monsters University®, Turbo®, Planes®, and more. Parents can track their child's progress through the Learning Lodge™ Progress Log, offer encouragement and share in their pride when kids reach new learning milestones. The InnoTab 2S lets parents rest assured that their children are embarking on a fun, educational learning experience.

The National Parenting Center's evaluative process gauges consumer reaction to products currently being marketed to both parents and their children such as toys, games, books, videos, websites, educational products, mobile apps, etc. Each is reviewed on a variety of levels including, but not limited to, price, packaging, design, stimulation, desirability, age appropriateness, instructions and more. TNPC's Seal of Approval is ultimately a peer-to-peer review program that recognizes and highlights products and services that have been met with a "thumbs up" by parents.

For more information about InnoTab 2S 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. 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 Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

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 National Parenting Center Seal of Approval Program

The National Parenting Center's Seal of Approval program, created in 1990 as an adjunct to TNPC's support services, identifies the finest products and services being marketed to the parent/child audience. From educational and entertainment products and equipment to travel destinations, the consumer oriented testing process solicits evaluations from parents and their children. This award signifies to other parents that their peers have acknowledged a product's quality and desirability based on a wide variety of determining factors.