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**VTECH®'S GO! GO! SMART ANIMALS™ ZOO EXPLORERS PLAYSET WINS
INFANT/TODDLER TOY OF THE YEAR AWARD**

(NEW YORK) – February 14, 2015 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced its Go! Go! Smart Animals™ Zoo Explorers Playset was awarded a 2015 Toy of the Year (TOTY) Award from the Toy Industry Association (TIA). The Zoo Explorers Playset, which combines traditional vehicle role-play with modern technology for an engaging, multi-sensory learning experience, received numerous accolades from parenting organization and industry groups in 2014. It was named the top Infant/Toddler Toy of the Year at the 15th annual awards ceremony held on February 13.

“VTech is honored to accept the prestigious ‘Infant/Toddler Toy of the Year’ award and thrilled our Zoo Explorers Playset was selected from hundreds of top toy candidates,” said William To, President of VTech Electronics North America. “Our Go! Go! Smart line continues to grow and we remain dedicated to developing innovative products that deliver engaging and imaginative play experiences.”

With the Go! Go! Smart Animals Zoo Explorers Playset, playtime goes wild with learning! Children can tour the zoo with Ryan the rhino as he responds to the zoo’s seven SmartPoint locations with different phrases, music and fun sounds. They can also strengthen their motor skills with eight manipulative features including a turning gate, spinning water tank and sliding elevator. The colorful tracks can be reconfigured or connected to other Go! Go! Smart Animals or Go! Go! Smart Wheels playsets (each sold separately) to encourage children’s creativity. The zoo also features an electronic entrance that teaches animal names, animal traits, letters, colors and plays music.

The winners of each TOTY Award were selected by ballots cast by consumers, mass and specialty toy retailers, media, toy manufacturers and TIA members.

For more information about the Go! Go! Smart Animals Zoo Explorers Playset, please visit www.vtechkids.com/gogozoo.

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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 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 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 global leader in electronic learning products from infancy to preschool.

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