



VTech's Myla the Magical Unicorn™ and Mix & Match-a-Saurus™ Named to Walmart's Top Rated by Kids Toy List

VTech® Chosen by Kids for Sixth Year in a Row

CHICAGO, September 5, 2019 /PRNewswire/ Today VTech® announced that its Myla the Magical Unicorn™ and Mix & Match-a-Saurus™ have both been named to Walmart's Top Rated by Kids toy list. The exclusive list recognizes the top 48 hottest toys of the upcoming holiday season, handpicked by kids. The VTech products were highlighted in the Interactive Toys category, featuring toys that respond while playing. From toys that talk, hug, dance and change color, these toys engage the imagination and creativity of kids as they express their personalities through play. This honor marks the sixth consecutive year that VTech has named to the list, and the second time that two toys were selected.

"It's always exciting to be selected for Walmart's Top Rated by Kids toy list. From the innovation of our first robotic pet, Myla the Magical Unicorn, to our interactive Mix & Match-a-Saurus, it's a wonderful affirmation that our VTech toys are resonating with kids and will capture their imaginations through the holiday season and beyond," said Andy Keimach, President, VTech Electronics North America.

Myla the Magical Unicorn is a colorful robotic unicorn that glitters with lights as she talks and sings, while introducing early concepts of color mixing in a fun way for an enchanting play experience. This majestic friend encourages kids to use the magic brush to choose a color from the butterfly palette and magically apply the color to her eyes, wings and horn. The fun Mix & Match-a-Saurus has nine different interchangeable tiles that determine the Dino's songs, moods and interactions, allowing kids to explore social and emotional skills and age-appropriate concepts of coding while developing fine motor skills.

Myla the Magical Unicorn is recommended for ages 4+ years and the Mix & Match-a-Saurus is recommended for ages 2+ years. They retail for \$58.82 and \$34.73, respectively, at Walmart stores nationwide and on Walmart.com. Myla the Magical Unicorn will also be featured during the Walmart National Day of Play on September 14 in 1,600 Walmart stores. For more information, visit www.walmart.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 40 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, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products introduced every year.

In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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