



VTech® DigiArt Color by Lights™ and LeapFrog® LeapStart® 3D Named to TTPM Most Wanted List of Hot Holiday Toys

Annual List Predicts Must-Have Toys of the Holiday Season

CHICAGO, October 29, 2018 /PRNewswire/ Today VTech® and LeapFrog® announced their DigiArt Color by Lights™ and LeapStart® 3D were named to the TTPM Most Wanted List. Selected from more than 5,000 toys reviewed by TTPM, the leading review site for Toys, Tots, Pets & more, these toys represent the most innovative, playful and on-trend gifts that will be available this holiday season.

“Our VTech DigiArt Color by Lights is a great example of how we infuse technology and innovation into a classic play pattern like color by number, while our interactive LeapStart 3D brings activities to life and demonstrates how we create excitement and fun while learning with our LeapFrog brand,” said Andy Keimach, President, VTech Electronics North America. “We’re honored that TTPM has named these two products to their coveted Most Wanted List.”

DigiArt Color by Lights and LeapStart 3D were both included in the Classic Play category, featuring toys that reflect current cultural trends, leverage advanced technology and tap into unchanging play patterns to create newness and excitement for kids. Two additional products were selected as part of the Most Wanted by Category List featured on TTPM.com. VTech’s Mickey Magical Wonderland was included in the Preschool category and LeapFrog’s Learning Friends 100 Words Book was included in the Educational category.

“VTech and LeapFrog are known for products that make learning fun, and that is something both parents and kids can appreciate,” said Jim Silver, CEO, TTPM. “By tapping into a child’s inherent sense of creativity and exploration while at the same time exposing them to core learning concepts at a young age, these products were natural choices for TTPM’s Most Wanted List and will be hits this holiday season.”

Full details about these products can be found below and at www.vtechkids.com and www.leapfrog.com.

- **[VTech® DigiArt Color by Lights™](#)**: Let lights guide the way as you create your next masterpiece with DigiArt Color by Lights™. The light-up board identifies each of the 50 included coloring pages and responds by showing what color to use in each section. Download more pages online for unlimited printing and play. Connect the light-up dots to draw shapes, objects and animals. The art board features a dry-erase surface and a stencil card for more creative play, plus a variety of melodies to enjoy while making your work of art. Color and create with light! (Ages 3-6 years; MSRP: \$21.99)
- **[VTech® Go! Go! Smart Wheels® Mickey Magical Wonderland](#)**: Go where the magic never ends with the Go! Go! Smart Wheels® Mickey Magical Wonderland! Hop into the car with Mickey Mouse and experience this magical town. Ride on the Ferris wheel, slide down the ramp to push the boat back

and forth, spin the gears and open the peek-a-boo windows to promote motor skills. Little drivers can also activate five SmartPoint® locations and listen to Mickey Mouse say fun phrases and encouraging words. It's a magical place! (Ages 1-5 years; MSRP: \$49.99)

- [LeapFrog® LeapStart® 3D](#): Experience the magic of the LeapStart® 3D Interactive Learning System and get kids excited about learning with 3D-like animations that magically bring activities to life. Perfect for visual or auditory learners, the touch and talk activities enhance learning with interactive animations to help kids build math, reading, problem-solving skills and more. The LeapStart® library of 25+ books (each sold separately) covers a variety of preschool through first grade subjects for 2-7 year olds with more than 30 activities in every book. Many replayable activities have two levels with 50+ key skills per grade level, so kids can play and learn at the level and move up when they're ready. A total of 400+ activities across the LeapStart® library help kids build tomorrow's skills today. (Ages 2-7 years; MSRP: \$49.99)
- [LeapFrog® Learning Friends 100 Words Book™](#): Join animal friends Turtle, Tiger and Monkey as they explore new vocabulary in the Learning Friends 100 Words Book™. Explore the colorful pages and touch each picture to hear the animals say toddler-appropriate words along with exciting facts and sound effects. For an immersive language experience, slide the language switch to hear the words, songs and instructions in Spanish. Touch the pictures to hear silly sound effects in Fun Sounds mode or press the light-up star button to hear two learning songs. Discover new vocabulary with cute learning friends! (Ages 18+ months; MSRP: \$17.99)

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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.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 20 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative

technology, and engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

About TTPM

TTPM® is a leading product review site for toys, tots, pets and more. With more than 10 million monthly views of its comprehensive video reviews, TTPM is the number one resource for consumers seeking to find and easily buy the best toys, baby gear, pet toys, kids electronics, and sporting goods for their families. The site's expert team creates more than 5,000 independent reviews annually, each featuring the TTPM Price Check, which lists live price comparisons and one-click purchasing from major retailers. For more information, visit <http://www.ttpm.com>.

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