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**VTECH® EXPANDS AWARD-WINNING SWITCH & GO DINOS® LINE
WITH THE INTRODUCTION OF VOICE AND MOTION ACTIVATED DINOSAURS**

(CHICAGO) – August 29, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the availability of brand new Switch & Go Dinos®. This evolving line of innovative, award-winning toys combines two of children’s favorite playthings – dinosaurs and vehicles – with a cool transformation feature. Offering an exciting new voice-activated dinosaur, a range of dinosaurs with motion activated lights and sounds and cool new vehicles such as a jet fighter, helicopter and construction crane, the Switch & Go Dinos come in a variety of price points for every budget. They are now available at www.vtechkids.com, Amazon.com, Target.com, Toyrus.com and Walmart.com. In addition, parents can visit www.facebook.com/vtechtoys for a chance to win one of the new dinos.

“Dinosaurs continue to capture kids’ attention year after year, but when we combined them with vehicles and developed our Switch & Go Dinos, they really came to life, opened up a world of imagination and sparked creativity,” said William To, President, VTech Electronics North America. “We are excited to expand our collection, and continue to introduce innovative, new dinosaurs and technology that will thrill and engage kids.”

Led by the king of the dinosaurs, the new line of Switch & Go Dinos includes Jagger the T-Rex™, a ferocious beast that walks and responds to 20 different voice commands with voice recognition technology. Towering at 16” tall in dinosaur mode, Jagger easily converts into a cool construction vehicle with movable crane that can extend, rotate and lift. Blister the Velociraptor™ may be smaller in size, but kids can help him soar to new heights when they transform him into an awesome helicopter with a powered propeller and a motion sensor that responds to movement with realistic helicopter sound effects. Additional new dinosaurs start at \$12.99, each with their own cool features, including motion-activated lights and sounds in both dinosaur and vehicle modes and interesting facts about each dinosaur, providing kids with a fun and enriching playtime.

The latest dinosaurs to evolve include:

Jagger the T-Rex™: Jagger the T-Rex transforms from a super-cool construction vehicle with movable crane to a fierce Tyrannosaurus Rex in just a few simple steps. Combined with voice recognition technology, Jagger is one of the coolest Switch & Go Dinos yet! Play in crane mode with an awesome 360 degree rotatable-extending crane, a mini-transforming bulldozer, a voice-activated launcher-fired drill bit and realistic crane sound effects. Switch to dinosaur mode to see Jagger's animated dinosaur eyes and his powerful stomping feet. Jagger even recognizes and responds to specific voice commands. Say "Roar with me," and hear him roar with his voice-activated motorized jaw. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! He's one of the biggest dinosaurs to roam the earth...and as a crane, now he can move the earth, too! Ages 3-8 years, MSRP: \$69.99.

Blister the Velociraptor™: Blister the Velociraptor transforms from a super-cool helicopter to a fierce Velociraptor in just a few simple steps. Play in helicopter mode with a cool button-controlled spinning propeller, bright LED search-light and a launcher-fired rescue claw. Equipped with a motion sensor, Blister responds to movement with realistic helicopter sound effects. Switch to dinosaur mode to see Blister's animated dinosaur eyes, moveable arms and his long, curved, sickle-like claws. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! He's quick and agile! You never know when this transforming dinosaur toy is going to launch a surprise attack! Ages 3-8 years, MSRP: \$24.99.

SkySlicer the Allosaurus™: SkySlicer the Allosaurus transforms from a jet plane into a fierce Allosaurus! Play in jet plane mode by choosing your pilot on the 1.5" LCD screen, or have fun with the high-flying wings and realistic jet plane sound effects. Switch to dinosaur mode to see SkySlicer's animated dinosaur eyes, his powerful arms and big, strong tail. Sound effect buttons play realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Join SkySlicer on his favorite adventure...this guy loves to hunt! Ages 3-8 years, MSRP: \$15.99.

MC Roar the Giganotosaurus™: MC Roar the Giganotosaurus transforms from a vehicle to an intimidating Giganotosaurus in just a few simple steps. Play in vehicle mode by choosing your driver on the 1.5" LCD screen, shiny wheels and realistic vehicle sound effects. Switch to dinosaur mode to see MC Roar's animated dinosaur eyes, his powerful jaws and big, strong claws. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$15.99.

Stompsalot the Amargasaurus™: Sir Stompsalot transforms from a classic hot rod to an intimidating Amargasaurus in just a few simple steps. Play in hot-rod mode with a cool windshield, hot exhaust pipes and realistic hot rod sound effects. Switch to dinosaur mode to see Sir Stompsalot's menacing light-up dinosaur eyes, his long neck and wicked spine. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.

Quiver the Stygimoloch™: Blink and you just might miss him! Quiver transforms from a super speedy race car to an intimidating Stygimoloch in just a few simple steps. Play in race-car mode with a driver's seat, sleek racing tires and realistic race car sound effects. Switch to dinosaur mode to see Quiver's menacing light-up dinosaur eyes, his spiky horns and powerful legs. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.

Torr the Therizinosaurus™: Transform from a rugged, off-road vehicle into a cool dinosaur in just a few simple steps with Torr the Therizinosaurus! Play in vehicle mode with an open roof, tough tires and realistic off-road vehicle sound effects. Switch to dinosaur mode to see Torr's light-up dinosaur eyes, his razor sharp claws and powerful body. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.

Akuna the Velociraptor™: Transforms from a super-fast motorcycle to a fierce Velociraptor in just a few simple steps. Play in motorcycle mode with a cool windshield, tail pipe and realistic motorcycle sound effects. Switch to dinosaur mode to see Akuna's light-up dinosaur eyes, his curved claws and stiff tail. Sound effect buttons emit realistic dinosaur sounds and phrases that teach pre-historically awesome dinosaur facts! Ages 3-8 years, MSRP: \$12.99.

For more information on the new Switch & Go Dinos, 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® 2S Wi-Fi Learning App 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 350 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 more than 600 titles by the end of 2013. 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 Advisory Council, 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 Ltd. 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.