



VTech® Touch & Learn Activity Desk™ Deluxe Receives a Parents' Choice Award®

Interactive, Expandable Desk Honored by Top Parenting Organization

CHICAGO, October 24, 2016 /PRNewswire/ Today VTech® announced its Touch & Learn Activity Desk™ Deluxe is a winner of a Parents' Choice Approved Award. The product went through the rigors of a lengthy, multi-level evaluation process by the independent nonprofit Parents' Choice Awards® program, trusted by consumers, educators and retailers for more than 38 years.

"We're honored to receive this award from the Parents' Choice Foundation and excited that our Touch & Learn Activity Desk Deluxe continues to receive accolades as we head into the holiday season," said William To, President, VTech Electronics North America. "We've combined the engaging activities children love with a unique expandability feature that parents appreciate to offer an exciting, interactive toy with lasting play value."

The [Touch & Learn Activity Desk Deluxe](#) is a three-in-one desk with interactive activity cards that is expandable for more fun and discovery. The desk features an interactive desktop and five pages to explore that are filled with engaging content including letters, numbers, music, colors and more. Choose from eight expansion packs (each sold separately) that each focus on a specific curriculum like reading skills, animals and numbers. It also transforms from a desk into an easel and chalkboard with plenty of storage space for art supplies to encourage play and discovery. The LED display illustrates letter and number stroke order and how to draw basic shapes. For even more fun, toddlers can play with the toy telephone or listen to fun tunes on the music player.

"As a Parents' Choice Award winner, it's an honor that doesn't come easily and VTech is a member of a very select group," said Claire Green, President, Parents' Choice Foundation. "Our judging panel of parents, kids and educators really enjoyed playing with all the features of the interactive Touch & Learn Activity Desk Deluxe, right down to the thoughtful auto shut off feature for kids and parents who forget."

The Touch & Learn Activity Desk Deluxe is designed for ages 2 - 5 years and retails for \$54.99. Additional information can be found at www.vtechkids.com/activitydesk.

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 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. 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. VTech was awarded a prestigious 2015 Toy of The

Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. 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.

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

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 Parents' Choice Foundation

The Parents' Choice Foundation is the nation's oldest nonprofit program created to recognize quality children's media.

Best known for the Parents' Choice Awards® program, the Parents' Choice Award Seals are the Foundation's internationally recognized and respected icons of quality. The Parents' Choice Awards are designed to help parents and caregivers make informed decisions about which new products are right for their children. The Parents' Choice Awards program honors the best material for children: books, toys, music and storytelling, magazines, mobile apps, software, videogames, television and websites.

Parents' Choice Foundation's panels of educators, scientists, performing artists, librarians, parents and, yes, kids themselves, identify the very best products for children of different ages and backgrounds, and of varied skill and interest levels. Products are evaluated based on design and function, the educational value, long-term play value, and the benefits to a child's social and emotional growth and well being.

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