



VTech®'s Developmental Learning Toys Honored with PAL Awards

Go! Go! Smart Animals® and Baby Amaze® Lead Honors for Toys that Foster Communication Skills

CHICAGO, Oct. 21, 2015 /PRNewswire/ Today VTech® announced three products received prestigious Play Advances Language (PAL) Awards for toys that enrich speech and language developmental skills and keep children engaged as they learn. The Go! Go! Smart Animals® Grow & Learn Farm™, Baby Amaze® Learn to Talk & Read Baby Doll™ and Sit-to-Stand Ultimate Alphabet Train™ were all recipients, continuing the company's series of honors this holiday awards season.

A brand extension of the award-winning Go! Go! Smart line that included a 2015 Toy of the Year (TOTY) Award winner, Go! Go! Smart Animals offers more ways for kids to go wild with learning with kid-friendly playsets such as the Grow & Learn Farm. VTech's addition to the baby doll aisle, the new Baby Amaze line, injects innovation into traditional baby role play with technology to teach nurturing concepts and developmental milestones. And the Sit-to-Stand Ultimate Alphabet Train, an engrossing ride-on toy that grows with a child and teaches letters, colors, numbers and more, is the newest acclaimed introduction from the company's growing Baby, Infant & Preschool line, which now includes more than 100 innovative learning products.

"Our foundation was built on the creation and development of innovative, age-appropriate content for young children, and these products demonstrate our ongoing commitment to our heritage," said William To, President, VTech Electronics North America. "We are thrilled for the recognition of the PAL Awards for our acclaimed Go! Go! Smart and Baby, Infant & Preschool lines, as well as Baby Amaze, which has received superb feedback since its introduction this summer."

"VTech's products easily met our top criteria for toys that foster crucial language skills and stimulate the senses," said Sherry Artemenko, PAL Awards founder and speech and language expert. "Our kid testers enjoyed exploring the Go! Go! Smart Animals Grow & Learn Farm, and learning letters, colors and shapes with Reggie the Rooster. The Sit-to-Stand Ultimate Alphabet Train, which is jam-packed with engaging features, was a huge hit for its versatility and mobility. And the Baby Amaze Learn to Talk & Read Baby Doll prompted intuitive caregiving as our kids responded to the requests of the interactive doll, building their language skills through listening and repeating."

Additional details about VTech's award-winning products can be found at www.vtechkids.com and include:

- **[Go! Go! Smart Animals® Grow & Learn Farm™](#)**: Get growing at the Go! Go! Smart Animals Grow & Learn Farm. This colorful farm has an electronic barn that introduces colors, numbers and vegetables. Roll Reggie the SmartPoint® rooster over any of the seven SmartPoint locations to hear different phrases, music or fun sound effects. Then push the watering can to watch the garden "grow." Kids can also connect the tracks to other Go! Go! Smart Animals and Go! Go! Smart Wheels® playsets (sold separately). (Ages 1-5 years, MSRP: \$39.99)
- **[Sit-to-Stand Ultimate Alphabet Train™](#)**: Hop aboard the Sit-to-Stand Ultimate Alphabet Train and play ten activities while learning letters, numbers, colors and more. The train helps build motor skills with six manipulative features including a storybook, clock, gears and 13 double-sided letter blocks

that little ones can plug into the side of the train to learn letters and build their vocabulary. The train also recognizes the blocks when they're dropped down the chute. For role-play fun, pick up the walkie-talkie and press the number buttons to pretend to talk to animal friends. The Ultimate Alphabet Train is designed to grow with children and can be used with floor play or as a ride on and transforms into a walker. When little conductors get older, the caboose converts into a wagon they can fill with toys and pull along to develop gross motor skills. (Ages 12-36 mos, MSRP: \$49.99)

- **Baby Amaze® Learn to Talk & Read Baby Doll™**: Talk to the Baby Amaze Learn to Talk & Read Baby Doll and hear her repeat what is said, or read from the three included vocabulary books featuring more than 70 words. The more little ones talk to the baby doll, the more the baby doll will learn. The baby doll also encourages nurturing role play by asking children for her pacifier, bottle and more. Press the four buttons on the baby doll and put the bottle or pacifier in her mouth to explore all the fun interactive activities. (Ages 2-5 years, MSRP: \$29.99)

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 25 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 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.

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 PAL Awards

The PAL (Play Advances Language) Awards highlight the best toys, games and books that not only entertain, but also inspire kids and caregivers to engage in rich communication and interaction.

Established by respected speech and language expert Sherry Artemenko, the PAL Award recognizes exceptional toys, games and books that, through their design, content, quality, and character, promote play that advances language.

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