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**VTECH® INNOTAB® 2S WI-FI LEARNING APP TABLET SELECTED AS WINNER
IN DR. TOY'S BEST VACATION CHILDREN'S PRODUCTS AWARD PROGRAM**

Award-Winning Learning Tablet Recognized As Great Travel Toy

(CHICAGO) – June 27, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced that its InnoTab 2S Wi-Fi Learning App Tablet, one of the first children's learning based tablets with Wi-Fi, has been selected as a winner in Dr. Toy's Best Vacation Children's Products Award Program for 2013. Dr. Toy's report includes products designed to assist children to play and learn at home and while on vacation.

"VTech is known for their innovative, educational products, and the InnoTab 2S is no exception," said Dr. Toy, Stevanne Auerbach, Ph.D. "It provides tons of learning content in a fun format that lends itself to travel, making it a great choice to include as one of my Best Vacation Children's Products."

VTech's InnoTab range offers children their very own tablet that opens up a world of age-appropriate educational content across the widest variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun.

"We are very excited that InnoTab 2S was selected as a winner of Dr. Toy's Best Vacation Children's Products," said William To, President, VTech Electronics North America. "We value her recognition as an industry expert as we continue developing award-winning, innovative, educational electronics that help secure VTech's position as a learning authority."

The InnoTab 2S Wi-Fi Learning App Tablet features a secure wireless connection to VTech's comprehensive app store, the Learning Lodge™, where children can explore games, e-books, videos, music and more, pick their favorites, create a wish list and send the list right to their parents' e-mail. Parents can then approve the wish list, which sends the purchases wirelessly, directly to the InnoTab 2S.

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The Learning Lodge currently features more than 350 educational games, e-books, music and videos developed specifically for each child's unique stage of development, as well as with their age and interests, with content expanding to offer a robust library of more than 600 titles by the end of the year. The broad library of subjects includes reading, math, social studies, science, creativity, problem solving and so much more! Starting with activities suitable for toddlers and expanding to grade schoolers, the Learning Lodge gives every child an opportunity to expand their learning potential while keeping them entertained.

Featured throughout the downloads and software cartridges are popular characters such as Mike the Knight™, Angelina Ballerina®, Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Teenage Mutant Ninja Turtles®, Jake & the Neverland Pirates, Sesame Street and more. New titles coming out on the Learning Lodge beginning in June include: Monsters University®, Turbo®, Planes®, and more. Parents can track their child's progress through the Learning Lodge™ Progress Log, offer encouragement and share in their pride when kids reach new learning milestones. The InnoTab 2S lets parents rest assured that their children are embarking on a fun, educational learning experience.

Dr. Toy's Best Vacation Children's Products Awards were developed by noted child development authority, Stevanne Auerbach, Ph.D. (a.k.a. Dr. Toy), as a valued service to consumers who desire to purchase safe, affordable, educationally-oriented, and stimulating toys and play products for children for vacation time for use at home or on the road. Using extensive criteria she has developed over many years, Dr. Toy's Best Vacation Children's Products are very carefully chosen from among hundreds she has reviewed at toy fairs, in catalogs, and through many other sources. The criteria includes: safety, age-appropriateness, design, durability, lasting play value, cultural and ethnic diversity, good transition from home to school, educational value, learning skills, creativity, improvement in the understanding of the community and the world, good value for price, and, naturally, fun. The report of winning toys for Dr. Toy's Best Vacation Children's Products for 2013 is available to parents, teachers and others interested in play and toys on Dr. Toy's Guide at www.drtoy.com.

For more information about InnoTab 2S and the complete VTech product range, 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. Since 1980, VTech has been developing high-quality, innovative

educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

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 Dr. Toy

Dr. Auerbach, a long-time resident of San Francisco, originally from New York City, lived in Washington, D.C., while working for the Department of Education where she approved the first proposal for "Sesame Street" and established the first day care center for children of federal employees. In San Francisco, she established the San Francisco International Toy Museum, the world's first "hands-on" toy museum visited by over 50,000 children. She is the author of 15 books, including *The Toy Chest*, *Toys for a Lifetime*, *The Whole Child*, *Choosing Child Care*, and hundreds of articles on toys and play, and is the only Ph.D. in Child Development evaluating toys and children's products with extensive training, background, and over 40 years of experience evaluating, writing and speaking about toys and children's products. Dr. Auerbach is trained in child development, education, child psychology and special education. She is an educator, consultant, parent, and playful grandparent. Her book, *Dr. Toy's Smart Play/Smart Toys: How to Raise a Child with a High PQ (Play Quotient)*, which is published in 12 countries, may be obtained through www.amazon.com, www.barnesandnoble.com and at other book stores.