



VTech® Recognized by Parents' Choice Foundation

*Kidizoom® Smartwatch DX, Sit-to-Stand Ultimate Alphabet Train™ and Write & Learn Creative Center™
Honored with Parents' Choice Awards*

CHICAGO, Oct. 30, 2015 /PRNewswire/ Today VTech® announced three products received honors from the Parents' Choice Foundation in its Fall 2015 Toy Awards program. The Kidizoom® Smartwatch DX earned a Parents' Choice Recommended Award while the Sit-to-Stand Ultimate Alphabet Train™ and Write & Learn Creative Center™ received Parents' Choice Approved Awards. Six VTech products have received accolades from the Parents' Choice Foundation this year.

"We are thrilled that our toys have once again been recognized by the Parents' Choice Foundation, a trusted resource for parents," said William To, President, VTech Electronics North America. "These awards showcase our ongoing commitment to providing innovative toys that make learning fun for kids."

"VTech toys continue to get noticed by our judging panel of parents, kids and educators," said Claire Green, President, Parents' Choice Foundation. "Our testers applauded the Kidizoom Smartwatch DX for the look and size, durability, ease of use, built-in rechargeable battery and preloaded age-appropriate content. Our parent testers commended the letter writing activities of the Write & Learn Creative Center, and were pleased to find that the Sit-to-Stand Ultimate Alphabet Train was fun both with and without the sound effects."

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

- **[Kidizoom® Smartwatch DX](#)**: The Kidizoom Smartwatch DX is an even smarter watch for kids with more fun games and activities! Perfect for young photographers, this durable smartwatch has more memory so kids can take tons of pictures and videos. Kids will love using the new motion sensor to explore three action challenges. The Smartwatch DX also includes eight games kids can play using the touch screen as well as the ability to download more from the Learning Lodge®. The watch helps teach kids how to tell time by letting them choose between more than fifty 3D digital and analog displays. In addition to the alarm, timer and stopwatch, two new tools include a calendar feature and a calculator so children can work out simple addition, subtraction, multiplication and division problems. (Ages 4 years and up, MSRP: \$64.99)
- **[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)

- [Write & Learn Creative Center™](#): The Write & Learn Creative Center provides children with an interactive and fun way to give them a head start on how to write. Animated demonstrations help preschoolers follow along to learn proper stroke order for uppercase and lowercase letters. Customize the creative center with a child's name and the screen will show them how to write it step-by-step. Choose a drawing activity and children will learn to draw by progressing from simple lines and shapes to 26 different objects. Little artists can then explore their creativity by drawing their own pictures with the included stencils and stamps while listening to the cheerful music. (Ages 3-6 years, MSRP: \$24.99)

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 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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