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VTECH®'S INNOTAB® 3S HONORED WITH THE TOY INSIDER TOP TECH 12 AWARD

Award-Winning Learning Tablet Recognized as One of the "Best Tech Toys on the Shelves"

(CHICAGO) – October 16, 2013 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental, stage-based electronic learning products for children, today announced its InnoTab® 3S has been selected as one of the Toy Insider's Top Tech 12, guiding shoppers to the best tech toys on the shelves. Now in its eighth year, the Toy Insider offers toy and gift ideas for all ages, chosen by a panel of toy industry experts.

"As the tech toy category continues to grow, it gets harder for parents to determine which toy is right for their child," said Laurie Schacht, Toy Insider Mom. "VTech's InnoTab 3S is packed with innovative features. I love the revolutionary Kid Connect app, making it a great choice for consumers and securing its position on our Top Tech 12 list."

"We are thrilled to be honored by the esteemed experts at the Toy Insider as part of their Top Tech 12," said William To, President of VTech Electronics North America. "As pioneers in the learning tablet category, we are committed to staying one step ahead of the competition by developing innovative, educational toys that will continue to secure VTech's position as a learning authority."

The Top Tech 12 was chosen after the Toy Insider's team of toy experts evaluated hundreds of new toys on the market. Because tech toys have climbed to the top of kids' lists in recent years, the Toy Insider introduced their brand new Top Tech 12 to help guide parents to some of their favorite tech-based toys. All of their choices for the hottest toys and gifts for the holiday season can be found at www.thetoyinsider.com.

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With the InnoTab 3S, VTech continues to set the industry standard with their second-generation Wi-Fi-enabled tablet and the introduction of VTech Kid Connect¹, a ground-breaking family communication app. Bringing families together and helping parents stay connected to their kids, even when they are apart, the VTech Premium Kid Connect² app lets kids use their InnoTab 3S to send voice messages, text messages, stickers, photos and drawings to parents' smartphones. In return, parents can send messages to their child's InnoTab 3S. VTech Kid Connect gives kids the ability to emulate their parents, allowing them to feel like they are part of the messaging trend from a kid-safe, kid-friendly tablet. In addition, kids can stay connected to their friends and siblings with tablet-to-tablet communication, sending messages safely between two InnoTab 3S tablets from the next room or from across the country.

The InnoTab 3S also features a rechargeable battery pack with AC adapter and a kid-safe web browser. In addition, access to VTech's Learning Lodge™ app store – home to more than 600³ titles of educator-approved content and curriculum for purchase – plus 20 free apps⁴, provides kids with a bright start on their learning journey.

InnoTab 3S is available on www.vtechkids.com/innotab3S, Amazon.com, Target.com, Toysrus.com and Walmart.com for only \$99.99, making the InnoTab 3S the smart choice for parents who are looking for the right learning tablet at a competitive price.

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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 Panel of Experts, 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.

About the Toy Insider

The Toy Insider (www.toyinsider.com) is the source for the hottest toys and gift for the holidays. Now in its eighth year, the Toy Insider is an annual guide featuring toy and gift recommendations broken down by age categories. The 2013 guide is jam-packed with 120 toy recommendations from more than 75 different manufacturers, each carefully selected by a team of experts with years of experience in the toy industry. The Toy Insider is published by Adventure Publishing, publisher of leading industry trades The Toy Book and The Licensing Book.

¹ InnoTab 3S comes with one year Kid Connect Basic subscription. Kid Connect is compatible with iPhone 4 or above, IOS 5.x or above; Android 2.3.3 or above with 320x480 minimum resolution. Download free app at Apple App Store or Google Play.

² Available for purchase for \$14.99 through VTech's Learning Lodge as part of the Deluxe Apps Package, which also includes the Movie Maker app.

³ Available by the end of the year.

⁴ Registration and download required for some free apps.