



Pop-a-Balls™ Drop & Pop Ball Pit™ by VTech® Named to Walmart's Top Rated by KidsToy List

VTech® selected for Walmart's Hottest Holiday Toys List for the Fourth Time

CHICAGO, September 14, 2017 /PRNewswire/Today VTech® announced its Pop-a-Balls™ Drop & Pop Ball Pit™ was named to Walmart's Top Rated by Kids toy list, recognizing the top 25 hottest toys of the upcoming holiday season as rated by a panel of esteemed experts: kids. The product was recognized in the make 'em move category, featuring toys that keep kids active and moving. The honor marks the fourth consecutive year a VTech toy was handpicked by kids for a spot on the exclusive list.

"We're thrilled to be chosen again by kids as one of Walmart's top holiday toys," said William To, President, VTech Electronics North America. "The Drop & Pop Ball Pit is a fun addition to our new Pop-a-Balls line, encouraging imaginative play and motor skills, and it's a testament to its play value that it was selected by children."

Part of VTech's new Pop-a-Balls line featuring ball popping fun, the Drop & Pop Ball Pit lets little ones climb in and play with 30 bright, multi-colored balls. Packed with slam dunk features like a hoop that counts to ten and an electronic activity panel, this wild ball pit introduces numbers and animals while developing motor skills. Toss the balls through the hoop or roll them down the slides. Kids can even flip the balls out of the reservoir and send them soaring back into the pit. Colorful buttons play cute phrases, animal sounds and cheerful music for imaginative play.

The Pop-a-Balls Drop & Pop Ball Pit is recommended for ages 9-36 months and retails for \$49.99. It is available at Walmart. For more information, visit www.walmart.com.

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 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, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 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 Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions.

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

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechToys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

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