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InnoTAB[®] MAX

**INNOTAB[®] MAX, VTECH[®]'S FIRST CHILDREN'S LEARNING TABLET
WITH ANDROID[™] LEARNING CONTENT, AVAILABLE NOW**

Bigger, Stronger, Faster Tablet Offers Best of Both Learning Worlds

(CHICAGO) – October 1, 2014 – VTech[®] (www.vtechkids.com), a pioneer in children's learning tablets and world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the availability of InnoTab[®] MAX. Featuring a powerful dual-core CPU with up to six times the processing power of previous generations and a high resolution 7" multi-touch screen, it is VTech's fastest Wi-Fi tablet yet. Built to grow with a child for years of learning fun, InnoTab MAX uniquely combines VTech's expert-supported library of cartridges, software and apps with carefully selected educational Android[™]¹ apps, offering the best of both learning worlds and the widest variety of curricula to provide a superior children's tablet.

InnoTab MAX features an enhanced 2nd generation version of Premium VTech Kid Connect[™], at no additional charge, allowing children and parents to exchange voice and text messages, photos, drawings and fun stickers in real time between the tablet and a smartphone. Premium VTech Kid Connect is packed with new features², including a parent-controlled family group chat; a multi-player game, letting kids play with approved contacts on their Kid Connect list; a Family Bulletin, enabling family members to post photos and messages to an approved group; and One Touch Sharing, allowing parents to post a child's drawings to Facebook.

"With our fastest processor yet, we are confident the InnoTab MAX is the best 7" children's tablet on the market, if not the best tablet overall," said William To, President, VTech Electronics North America. "Not only have we added exciting Android learning content to our constantly expanding Learning Lodge library of cartridges and apps, but we have also broadened the capabilities of our unique, exclusive Premium VTech Kid Connect messaging app, keeping parents and kids wirelessly connected no matter how far apart they are. InnoTab MAX shows once again that VTech continues to deliver revolutionary, innovative, educational toys that make learning and technology fun and affordable."

InnoTab MAX offers the best of both learning worlds with access to more than 650 educator-endorsed, age and stage appropriate learning titles as well as carefully cultivated educational Android apps that can be purchased and downloaded through VTech's Learning Lodge® app store. The tablet comes with 15 onboard apps including Premium VTech Kid Connect, My Magic Beanstalk, Movie Maker, Art Studio, Wonder Cam Max, E-Reader with Story Dictionary and more. Kids will also be able to choose one free Toca Boca app from the world's leading digital play studio – Toca Lab or Toca Pet Doctor, after registering their InnoTab MAX on the Learning Lodge, as well as two more additional free downloadable apps. In addition, VTech has an extensive line of educational cartridges, giving parents even more ways to make InnoTab MAX new and exciting for kids, and extend play for years of learning fun. With the cartridges, kids can explore engaging content through age-appropriate games, e-Books and more, allowing children to progressively learn key subjects such as math, reading and science with the help of popular familiar characters.

“Curated collections, like those provided by VTech in its new tablet, offer a great solution where parents can know that these apps are not only safe for the devices they are on, but they are also fun, age-appropriate and embodied with learning principles,” said Dr. Eric Klopfer, VTech Expert Panel member and Platform Learning Expert.

InnoTab MAX is a complete electronic learning aid that grows with a child from ages three to nine and beyond, bridging the gap for parents considering a children's learning tablet but also looking for rich Android content. Younger children will benefit from the tough, kid-friendly design, which includes a handle, flip and fold stand and cover to protect the tablet. As a child grows, the protective cover can be removed for a more grown-up feel. Plus, with progressive learning content that adapts to a child's age, InnoTab MAX provides years of learning fun.

Other InnoTab MAX features include a 7" high-resolution display, built-in rechargeable Lithium battery and kid-safe Wi-Fi so kids can explore appropriate online games, videos and websites that have been pre-selected by VTech. Parental Controls allow parents to manage their child's apps, web access and tablet time, as well as view a progress log so they can follow their child's learning development.

InnoTab MAX and the entire line of kid-safe, kid-friendly InnoTab tablets, which includes InnoTab 3S Plus and InnoTab 3 Plus, is designed to withstand physical wear and tear from kids, and each is value-packed with features and content designed exclusively with a child's unique educational needs in mind. They offer premium features for unsurpassed value as compared to competitive children's learning tablets.

InnoTab MAX (www.vtechkids.com/ITMax) will be available in October. It is recommended for ages 3 – 9 years and will retail for \$109.99.

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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 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 650 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 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 Limited is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

¹ *Android is a trademark of Google Inc.*

² *Available Fall 2014*