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**VTECH® APPOINTS SEAN HYNES, FORMER BANDAI NAMCO EXECUTIVE,
AS VICE PRESIDENT OF SALES**

Veteran Sales Executive Brings More than 20 Years Experience

(CHICAGO) – August 11, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced Sean Hynes as Vice President of Sales. A marketing veteran with more than 20 years of experience in sales leadership and brand management, including 15 years in the toy industry, Hynes will oversee VTech’s sales operations from its U.S. headquarters in Chicago, IL.

“Sean’s proven track record in delivering profit growth and his established relationships with key retailers is crucial as we navigate an increasingly competitive market,” said William To, President, VTech Electronics North America. “His ability to integrate financial savvy with marketing insight will be a tremendous asset to us.”

In his new role, Hynes will aim to increase sales of VTech’s newest innovations, including the Kidizoom® Smartwatch, the world’s first Smartwatch for kids and the InnoTab® MAX, its first Android-based tablet and fastest Wi-Fi tablet yet for the acclaimed InnoTab product range. In addition, he will also oversee sales of VTech’s other award-winning product lines, including additions to its extensive infant/preschool range, Switch & Go Dinos® Turbo, Go! Go! Smart Wheels® and brand expansion Go! Go! Smart Animals™.

Prior to joining VTech, Hynes served as vice president of sales for North America at Bandai Namco, Inc. for seven years. In his position with Bandai, he revamped sales operations to focus on customer-centric channel and product development within the division, improved profitability by streamlining programs and product lines, increased revenue by establishing a direct import business with major retail channels and drove growth within the retail drug store, grocery and dollar industries.

Hynes previously held sales leadership positions at Bandai Namco's Central Region, Irwin Toy Limited, Hedstrom Corp, American Greetings and Comark Merchandising. He earned a bachelor's degree in advertising from Illinois State University and a master's degree in marketing and finance from Lewis University.

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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® 3S Wi-Fi Learning 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 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 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. 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.