



VTech® Sort & Discover Activity Cube™ Named to Top 10 Preschooler-Approved Toys List by The Goddard School®

Winning Toys Selected for Supporting Skill Development and Playful Learning

CHICAGO, November 15, 2016 /PRNewswire/ Today VTech® announced its [Sort & Discover Activity Cube™](#) was chosen as one of the Top 10 Preschooler-Approved Toys by The Goddard School®. Winning toys for the 9th annual toy test were evaluated first-hand by thousands of children in 50 Goddard Schools across the country. Submissions were judged on the toy's ability to encourage interaction and child-initiated play, promoting creativity and collaboration – all while maintaining the child's creative interests over time.

"We're honored that our Sort & Discover Activity Cube was selected as a Top 10 Preschooler-Approved Toy," said William To, President, VTech Electronics North America. "Our Baby, Infant and Preschool toys are designed in collaboration with our Expert Panel to support developmentally meaningful skills and experiences, so we're pleased that our Activity Cube met the approval of the ultimate toy experts themselves – kids."

The Sort & Discover Activity Cube features five sides of fun. Little ones will love exploring seven fun activities and two electronic panels that introduce colors, numbers, animals and more. They can turn the book page, twist the spinner and slide the animals to develop fine motor skills. The activity cube also develops hand-eye coordination with the shape sorter and colorful shape blocks.

"By exploring a range of toys that have been carefully evaluated by our early childhood education team, children help provide insight into both the educational and 'fun' value of some of the most exciting new toys on the market," said Dr. Craig Bach, Vice President of Education, Goddard Systems, Inc. "The Sort & Discover Activity Cube was a big hit with our testers and provides great educational value to our preschoolers, something we're always striving to offer at our schools."

The Sort & Discover Activity Cube is designed for ages 9-36 months and retails for \$29.99. Additional information can be found at www.vtechkids.com/learning.

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 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. 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. 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.

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 The Goddard School®

Learning for fun. Learning for life.® For nearly 30 years, The Goddard School has used the most current, academically endorsed methods to ensure that children from six weeks to six years old have fun while learning the skills they need for long-term success in school and in life. Talented teachers collaborate with parents to nurture children into respectful, confident and joyful learners. The Goddard School's AdvancED- and Middle States-accredited F.L.EX.® Learning Program (Fun Learning Experience) reaches more than 50,000 students in more than 450 Goddard Schools in 36 states. The Goddard School's comprehensive play-based curriculum, developed with early childhood education experts, provides the best childhood preparation for social and academic success. To learn more about The Goddard School, please visit www.goddardschool.com.

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