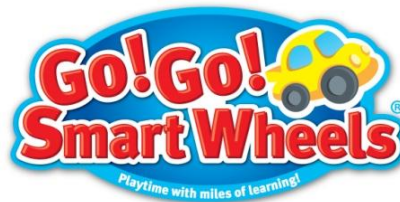




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**VTECH® ANNOUNCES NEW GO! GO! SMART ANIMALS™, BRAND EXTENSION OF
AWARD-WINNING GO! GO! SMART WHEELS® LINE**

Exciting New Playsets Keep Kids Learning with Wild Adventures

(CHICAGO) – August 13, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced the availability of Go! Go! Smart Animals™, a brand new extension to the acclaimed Go! Go! Smart Wheels® line. Kids will go wild for Go! Go! Smart Animals, offering exciting animal-themed playsets that let kids explore the natural wonders of a zoo, travel through a forest and explore a tree house with colorful animal friends. In addition, the vehicle-themed Go! Go! Smart Wheels line continues to deliver the cause-and-effect learning fun both parents and kids have come to love from VTech, with new playsets and vehicles, anchored by the towering Go! Go! Smart Wheels Ultimate Amazement Park Playset. The expansive Go! Go! Smart Animals and Go! Go! Smart Wheels lines feature nearly 50 different playsets, accessories, animals and vehicles, and are available now online and at major retail locations nationwide.

“Go! Go! Smart Wheels was a tremendously successful introduction for us in 2013, and we are excited to expand beyond wheels to introduce new animal friends with a familiar play pattern that will resonate with parents and kids as educational and full of play value,” said William To, President of VTech Electronics North America. “The Go! Go! Smart Wheels brand has grown to become a cornerstone in our legacy as the learning fun authority, and we believe the sky’s the limit for this brand.”

Go! Go! Smart Wheels – and now Go! Go! Smart Animals – capture the best of both worlds: traditional role-play infused with modern technology, for an engaging, multi-sensory learning experience that evokes kids’ imaginations. Each playset features SmartPoint™ locations that can be recognized by every SmartPoint vehicle and animal in the line. As a vehicle or animal is rolled over a playset’s various SmartPoints, it will flash and play greetings, fun sounds, short tunes and sing-along songs.

The playsets feature colorful tracks that can be reconfigured or connected to other Go! Go! Smart Animals or Go! Go! Smart Wheels playsets (each sold separately), to expand into an entire world of imagination, truly unleashing a child's creativity for endless fun. In addition, new deluxe vehicles, such as the Carry-All Cargo Train and Tractor & Trailer, offer connected vehicles with a detachable SmartPoint wagon and removable accessory. The deluxe vehicles engage children with even more ways to play, expanding their imaginations and giving them additional outlets to express their creativity. The extensive Go! Go! Smart Animals and Go! Go! Smart Wheels product lines teach important learning skills, boosting imaginative play through cause and effect, encouraging interactivity and providing an outlet for good old-fashioned role play.

For more information about the full line of Go! Go! Smart Animals, please visit www.vtechkids.com/animals. For more information about the full line of Go! Go! Smart Wheels, please visit www.vtechkids.com/gogosmartwheels.

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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 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.