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**WALMART NAMES VTECH®'S KIDIZOOM® SMARTWATCH AND GO! GO! SMART WHEELS®
ULTIMATE AMAZEMENT PARK PLAYSET™ TO KID-SELECTED HOLIDAY TOY LIST**

(CHICAGO) – October 6, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental, stage-based electronic learning products for children, today announced two of its newest innovations were selected to Walmart's Chosen by Kids Top 20 Toys list of the upcoming holiday season's most anticipated hot toys. VTech's Kidizoom® Smartwatch, the world's first smartwatch for kids that includes engaging features such as a built-in camera, video and fun photo effects and Go! Go! Smart Wheels® Ultimate Amazement Park Playset™, a towering addition to the acclaimed Go! Go! Smart Wheels product line, were both handpicked by kids for the exclusive list. The annual list unveiled several toy trends for the season, including electronics with interactive play like the Smartwatch and classic toys with a twist like the new Go! Go! Smart Wheels playset.

"The Kidizoom Smartwatch has only been on-shelf for two months and it's already a runaway hit, while the demand for the Go! Go! Smart Wheels Ultimate Amazement Park Playset has also been tremendous," said William To, President of VTech Electronics North America. "As pioneers of innovative learning technologies, we design our products with expert input to provide educational, engaging, developmental and age-appropriate toys that instill a lifetime love of learning in kids. This honor validates why consumers gravitate towards our brand, and we are thrilled that two of our products were selected for this year's list."

"When it comes to toys, kids are the experts," said Anne Marie Kehoe, VP of Toys, Walmart U.S. "This year, their top toy choices unveiled five distinct trends, including a throw back to the classics as well as electronic toys. VTech's Go! Go! Smart Wheels Ultimate Amazement Park Playset was one of several classics that made the list. The Kidizoom Smartwatch was a top choice, proving that electronic, tech-savvy toys continue to resonate with today's kids."

The Kidizoom Smartwatch lets kids capture photos, add photo effects, record videos and play built-in games for learning fun on the go. Complete with an easy-to-use 1.4" color touch screen, as well as more than 50 digital and analog clock displays and crafted with a durable design, the multi-functional Kidizoom Smartwatch is perfect for kids learning to tell time. The Kidizoom Smartwatch also features a rechargeable battery, alarm clock, timer, stopwatch, voice recorder with funny voice changing effects and parental game controls. In addition, the Kidizoom Smartwatch is PC and MAC compatible for uploading photos, videos and recorded voice files and offers access to VTech's Learning Lodge® app store, where parents can download even more games and watch displays to extend the learning fun. (MSRP: \$59.99, ages 4 and up). Available now at www.vtechkids.com/kidizoomsmartwatch, Walmart stores nationwide and www.walmart.com.

With the Go! Go! Smart Wheels Ultimate Amazement Park Playset, kids can race through three AMAZING features! Kids can place the race car at the top of the tower, pull the flag and watch as it races through the 360 degree loop, spiral or ramp. Drive the included SmartPoint™ race car over the eight SmartPoint locations to hear fun music and sounds. The Ultimate Amazement Park Playset can be connected to other Go! Go! Smart Wheels playsets (sold separately) to encourage creative play. It's playtime with miles of learning fun! (MSRP: \$59.99, ages 1 to 5). Available now at www.vtechkids.com, Walmart stores nationwide and www.walmart.com.

For more information about Walmart's Chosen by Kids Top 20 list, visit www.walmart.com/chosenbykids.

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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.