



VTech® Expands Innovative Baby Amaze™ Doll Line

Baby Amaze™ Teaches Nurturing Concepts and Developmental Milestones through Technology

NEW YORK, February 15, 2016 /PRNewswire/ Today VTech® announces the expansion of **Baby Amaze™**, its innovative baby doll line that combines classic role-play with technology and developmental learning to offer a unique, nurturing play experience. New products join the collection, which was launched in 2015 with three lead items. The line is on display at the 2016 North American International Toy Fair®.

“VTech is always looking for ways to combine traditional play with its innovative technology and a focus on learning,” said William To, President, VTech Electronics North America. “Baby Amaze is a great opportunity to invigorate the nurturing dolls category, offering rich, educational content and popular play patterns unmatched by competitors, at a range of affordable prices.”

The dolls teach nurturing concepts, a feature parents value to help their children learn empathy and affection. The dolls also promote developmental milestones, which foster independent play, motor skills, imagination and language development among children ages 1 to 5 years. The innovative technology, educational content and baby doll role-play combine into one amazing doll line that gives parents a remarkable value and children a comprehensive, unmatched play experience.

The Learn to Talk & Read Baby Doll™ encourages reading through three levels using three illustrated books. With the interactive Peek & Learn Doll™, children can exercise their motor skills as they move the baby doll’s hands to play peek-a-boo, while introducing cause-and-effect concepts. The Baby Amaze line also includes a 3-in-1 toy that transforms from a stroller into a high chair and a bassinet; dolls that love to dress up as their favorite animals; and a mealtime set that helps little ones feed their baby.

Product highlights include:

Baby Amaze™ Peek & Learn Doll™: Cover the baby doll’s eyes with her hands to play the classic peek-a-boo game, generating adorable reactions and interactive play. Press the four interactive buttons on the baby doll and children will learn body parts, counting and nurturing concepts for role-play fun. Additionally, the baby doll plays a variety of familiar melodies on a timer for up to 15 minutes. Available now. Ages 2-5 years.



Baby Amaze™ Learn to Talk & Read Baby Doll™: Children can talk to their baby doll to hear her repeat what is said, or read from one of the three included vocabulary books, which feature more than 70 words. The more children speak, the more the doll will learn and repeat! The baby doll also encourages nurturing role-play by asking for her pacifier, bottle and more. Available now. Ages 2-5 years.



Baby Amaze™ 3-in-1 Care & Learn Stroller™: When little ones place their baby doll in the 3-in-1 stroller, its smart sensor recognizes movement and plays fun sounds and melodies. Transform the stroller into a high chair where children can hear baby care reminders that introduce nurturing concepts and healthy habits, while they pretend to feed their doll. Turn the high chair into a bassinet and the doll falls asleep listening to more than 20 classic nursery rhymes and lullabies. The 3-in-1 Care & Learn Stroller also has keys that introduce numbers, counting, letters, colors, places and animals, as well as plays piano sounds in music mode. With three different ways to play, this stroller is packed with fun! Available now. Ages 2-5 years.



Baby Amaze™ Pretend & Discover Bunny™ and Baby Amaze™ Pretend & Discover Bear™: The Baby Amaze Pretend & Discover dolls love to dress up as their favorite animal. Press the doll's tummy and little ones will hear three songs and a mini-story about the animal. They'll also learn fun facts about the animal and how to count from one to five. Press the doll's heart button to hear sweet and nurturing phrases, silly sound effects and playful music. Little ones will love to play, pretend, learn and care for these adorable, huggable plush dolls (each sold separately). Available later this year. Ages 1-5 years.

Baby Amaze™ Mealtime Learning Set™: It's time to eat with the Baby Amaze Mealtime Learning Set. Little ones will love pretending to feed their baby doll with the fun electronic baby bottle that plays a realistic, drinking sound effect. In learning mode, the bottle introduces numbers, food and plays nursery rhymes. Slide the switch to music mode and the bottle will play melodies and sing-along songs when little ones press the buttons. This set also includes a spoon, bib, plate, teething cookie and a bowl that makes a fun sound when stirred. Enhance learning fun with the interactive bottle and accessories! Available later this year. Ages 1-5 years.

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. 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](https://twitter.com/VTechToys) on Twitter.

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