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**VTECH® INTRODUCES FIRST DYNAMIC REMOTE CONTROL DINO
TO COLLECTION OF SWITCH & GO DINOS® TURBO**

Award-Winning Line Combines Dinosaurs and Vehicles for Imaginative Play

(CHICAGO) – October 15, 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 new Switch & Go Dinos® Turbo, including its first remote control dino, Bronco the RC Triceratops™, with a cool transformation feature for the ultimate in fun and creativity. Loved by parents and kids alike, the award-winning Switch & Go Dinos® combine two children’s classics – dinosaurs and vehicles. Other highlights in the new line include Digger the Woolly Mammoth™, a prehistoric powerhouse that transforms into an excavator and the Triceratops Deluxe Launcher that lets kids catapult a dino or race car from the mouth of a Triceratops. The continuously-evolving line features nearly 25 Switch & Go Dinos and is now available online and at major retail locations nationwide.

“Our multi-award-winning Switch & Go Dinos are known for their imaginative and creative qualities that keep kids learning as they’re engaged in the action,” said William To, President of VTech Electronics North America. “Our new action-packed Turbo dinos deliver exciting new play experiences, including our first remote control offering that is on point with one of the year’s hottest trends, and we are thrilled to continue to evolve this line.”

Each collectible Switch & Go Dinos Turbo features high-quality electronics and a unique transformation feature to provide a 2-in-1 imaginative play experience. With new flywheels, kids can rev up the action as the dinos race and roar across the floor. They also emit realistic dinosaur and vehicle sounds and phrases that teach facts about each dino, providing kids with fun and enriching playtime.

The newest dinosaurs in the product line include:

Switch & Go Dinos® Turbo Bronco the RC Triceratops™: Bronco the RC Triceratops, the first remote control dino from Switch & Go Dinos Turbo, transforms from a fierce Triceratops to a sleek race car with the push of a button on his remote control! Use the remote control to move forward, backward, left and right in both vehicle and dino modes. Then charge the turbo boost lever to give him a burst of speed! Press the buttons on the remote to turn on his headlights, hear realistic sound effects and learn cool dino facts. Bronco's LCD screen displays cool customizable dinosaur eyes and driver animations, and kids can choose from four different styles. Ages 3-8 years, MSRP: \$44.99.

Switch & Go Dinos® Turbo Digger the Woolly Mammoth™: Digger, a rugged Woolly Mammoth from Switch & Go Dinos Turbo, fuses a dinosaur and a construction excavator into one awesome play experience. Charge him up, press the release button and watch him take off in mammoth mode or excavator mode. Press the buttons on Digger to move his trunk, listen to realistic sound effects and learn cool mammoth facts. Crash the durable mammoth or excavator while the launch is engaged and hear fun crash sounds! Digger's LCD screen displays cool customizable mammoth eyes and driver animations, and kids can choose from four different styles. Ages 3-8 years, MSRP: \$29.99.

Switch & Go Dinos® Turbo Triceratops Deluxe Launcher: Rip and roar with the Switch & Go Dinos Turbo Triceratops Deluxe Launcher! The included Switch & Go Dinos Turbo Triceratops easily transforms from a dino to race car in a few easy steps. Turbo-charge the dino or race car using the launcher, and blast it from the mouth of the Triceratops. The faster you charge, the farther it goes. At top speeds, the race car travels more than 20 feet! Then snap the boulders inside the volcano top and try to launch the car through the narrow tunnel to watch the volcano erupt! Ages 3-8 years, MSRP: \$19.99.

Switch & Go Dinos® Turbo Assortment: Sleek, speedy race cars transform into fierce dinos, including a lightning-fast Triceratops, swift T-Rex, spiky Stegosaurus and armored Ankylosaurus in the new Switch & Go Dinos Turbo product line. Kids can rev up the Dinos' flywheels and watch them roar across the floor. Each dino also emits realistic vehicle and dinosaur sounds and phrases that teach fun facts about each dino. The range features six new dinos, including Dart the Triceratops, Zipp the T-Rex, Spur the Stegosaurus, Fray the Ankylosaurus, Cruz the Spinosaurus and Spinner the Stygimoloch. Ages 3-8 years, MSRP: \$9.99 each.

For more information on the new Switch & Go Dinos, please visit www.vtechkids.com/switchandgodinos.

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, its first children's learning tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 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 Ltd. 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.