



**Media Contact**

Nicole Centinaro  
Coyne Public Relations  
973-588-2000  
ncentinaro@coynepr.com

**VTECH<sup>®</sup> TO OFFER AWARD-WINNING CONTENT FROM TOCA BOCA ON NEW  
INNOTAB<sup>®</sup> MAX CHILDREN'S LEARNING TABLET**

*Free Toca Boca App Download Will Be Included with InnoTab MAX*

**(CHICAGO) – September 22, 2014** – VTech<sup>®</sup> ([www.vtechkids.com](http://www.vtechkids.com)), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced a content distribution deal with the leading digital play studio Toca Boca ([www.tocaboca.com](http://www.tocaboca.com)). InnoTab<sup>®</sup> MAX, VTech's first children's learning tablet with Android<sup>™1</sup> learning content, will include one free Toca Boca app available for download. Consumers can choose between popular, award-winning apps Toca Lab and Toca Pet Doctor after registering InnoTab MAX on VTech's Learning Lodge<sup>®</sup> app store.

"We are excited to team up with leading digital play studio, Toca Boca, to bring award-winning content to our new InnoTab MAX," said William To, President, VTech Electronics North America. "By adding carefully selected Android learning content to our extensive library of more than 650 expert-supported cartridges and apps, we are able to offer the very best of both learning worlds and provide even more fun, educational opportunities for kids."

"At Toca Boca, we are devoted to changing the role of play on digital platforms by creating fun, high-quality digital toys that spark imagination and creativity," said Björn Jeffery, CEO and Co-founder, Toca Boca. "We are thrilled to bring two of our customers' favorite toys - Toca Lab and Toca Pet Doctor - to the new InnoTab MAX, allowing us to reach new kids and families across the world."

Toca Lab lets children explore the colorful and magical world of science by experimenting with all 118 elements of the periodic table - each with its own unique personality. Little scientists have a host of tools to conduct their own experiments, taking creativity and discovery to the next level. Toca Pet Doctor allows kids to care for, love and help 15 different sick or injured animal friends, including a dog, turtle, bird and more. Like all of Toca Boca's apps, Toca Lab and Toca Pet Doctor offer a safe digital environment; apps are gender-neutral and non-competitive with no external advertising or in-app purchases. Parents will be able to purchase the app they do not choose as part of the free offer, on the Learning Lodge, for \$2.99.

InnoTab MAX, VTech's most powerful and versatile 7" tablet yet, features access to more than 650 educator-approved VTech and Android apps, including hand-picked Android learning games and age-appropriate Learning Software and content through VTech's Learning Lodge app store, as well as VTech's rich library of cartridges. The apps, featuring a well-rounded curriculum of language arts and reading, math, science, social studies, problem solving and creativity, have been reviewed by VTech's Expert Panel, made up of top educators from key knowledge areas, so parents know their child is getting learning content that is kid-friendly and educator-approved.

InnoTab MAX will be available in October. For more information, please visit [www.vtechkids.com/ITMAX](http://www.vtechkids.com/ITMAX).

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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 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](http://www.VTechKids.com), [www.facebook.com/VTechToys](https://www.facebook.com/VTechToys) on Facebook or follow @VTechToys on Twitter.

#### **About Toca Boca**

Toca Boca is a play studio that makes digital toys for kids. Since its first product launch in 2011, Toca Boca has released 24 apps that have been downloaded in over 160 countries worldwide. With over 70 million total downloads to date, Toca Boca apps focus on stimulating kids' imagination so that they can play and have fun in a safe digital environment.

With offices in San Francisco and Stockholm, Toca Boca is part of The Bonnier Group, a family-owned business that includes newspapers, magazines, television, cinemas and digital media.

<sup>1</sup>Android is a trademark of Google Inc.