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**VTECH® SIT-TO-STAND LEARNING WALKER™ HONORED AS WINNER OF 2014
BABYCENTER® MOMS' PICKS AWARD IN THE TODDLER TOY CATEGORY**

Chosen by Moms, Awards Celebrate the Best Products and Gear Essentials for New Parents

(CHICAGO) — March 18, 2014 — VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental, stage-based electronic learning products for children, today announced its Sit-to-Stand Learning Walker™ was named winner of 2014 BabyCenter® Moms' Picks Awards in the Toddler Toy category.

"We are delighted that BabyCenter moms have proclaimed the VTech Sit-to-Stand Learning Walker a must-have learning toy for toddlers in the 2014 Moms' Picks Awards," said William To, President of VTech Electronics North America. "We work with Educational Experts to ensure our infant and preschool learning toys are appropriate for children as they reach age and developmental milestones, and this recognition from BabyCenter and moms acknowledges our efforts."

VTech works closely with a panel of children's education experts on the development of its infant and preschool learning products. These experts specialize not only in the critical subject areas that are important for instilling a lifetime love of learning: reading, language arts, math and science, but the broader spectrum of childhood development.

Since each child grows at a different pace mentally, emotionally and physically, and has different needs as they grow through various life stages, insight from these developmental and education experts allows VTech to provide parents with guidelines and recommendations to help them make informed choices. VTech delivers an expansive selection of toys that are appropriate for their child's particular age and stage and to accompany them as they continue to grow and reach new developmental milestones. These recommendations have been compiled into a Milestones guide, which can be found at www.vtechkids.com/milestones.

From baby steps to big steps, the Sit-to-Stand Learning Walker helps babies develop from a crawler to a walker through adaptive technology. With a barnyard of playful friends to cheer them on, little ones will have endless fun as they learn to walk. Start out with the easy-to-remove activity panel for floor play or on-the-run fun, then step it up with the fun-to-manuever walker. Spinning gears, five piano keys, three colorful rollers, three light-up shape sorters, three light-up buttons and a telephone handset offers endless fun that will stimulate learning and develop motor skills. The Sit-to-Stand Learning Walker (www.vtechkids.com/walker) keeps babies on track teaching shapes, colors, animals, music and more!



The 2014 BabyCenter Moms' Picks Awards (www.babycenter.com/baby-product-awards) are the best baby and toddler products of the year, according to the true experts: moms. With a goal of creating the ultimate product recommendation engine, BabyCenter developed a three-step process to distill thousands of products down to the must-haves that moms love most. The months-long project culminated in an online voting event that generated 34,000 votes in 21 categories, as parents voiced their opinions and shared their experience.

"At BabyCenter, we know what a stressful and expensive task it can be for parents to find the right gear for their new babies," says Linda Murray, BabyCenter Global Editor-in-Chief. "Our research shows that the average parent spends more than \$5,000 on baby products in the first year, and 52 percent feel overwhelmed by the experience. Our Moms' Picks Awards aim to make those tough decisions easier, with no regrets."

For more information about VTech's products, please visit www.vtechkids.com.

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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 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 Limited is headquartered in Hong Kong with distribution globally. VTech is the largest supplier of ELPs from infancy to preschool in the US and Western Europe.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.