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**VTECH® OFFERS LEARNING APP BUNDLES FOR INNOTAB® LEARNING TABLET RANGE  
ON LEARNING LODGE™ APP STORE**

*Bundles Help Parents Easily Choose Developmentally Appropriate, Educational Content*

**(CHICAGO) – December 23, 2013** – VTech® ([www.vtechkids.com](http://www.vtechkids.com)), a world leader in age-appropriate and developmental stage-based electronic learning products for children, today announced they are offering new Learning App Bundles for the award-winning InnoTab® Learning Tablet range. Available on the Learning Lodge™, VTech’s comprehensive app store which includes more than 650 apps teaching key curriculum, the Learning App Bundles feature newly developed, educator-approved content packaged in age-appropriate groups, making it easy for parents to choose the right bundle for their child.

“VTech continues to recognize the importance of balancing the learning content parents look for in our InnoTab software with the fun, developmentally-appropriate content kids need,” said William To, President, VTech Electronics North America. “By collecting our content into Learning App Bundles, we are making it easy for parents to select all-in-one, age-appropriate curricula for their children.”

Designed specifically around the unique learning needs of individual age groups from two to five years old, the Learning App Bundles each include seven games and one e-book (except Amazing Animal Museum, with eight games). Each bundle features content focusing on a variety of developmental skills, such as language arts, reading, math, science, social studies and problem solving. The Learning App Bundles are available in fun themes kids will love, including Puppet Party, Tiny Toy Town, Lost City, Fantasy Kingdom and Amazing Animal Museum.

“Learning apps are great for children, but parents can be overwhelmed with the choices available to them,” said Dr. Lise Eliot, Early Childhood Mental Development Expert and VTech Toy Development Consultant. “The Learning App Bundles give parents an assortment of age-appropriate content across various developmental subjects, making it easy to select fun, educational apps for their children.”

VTech's InnoTab range offers children a variety of tablets that open up a world of age-appropriate educational content across the widest variety of curriculums, from downloads to software cartridges, combining innovative technology with a developmental learning tool that grows with a child and makes learning fun. InnoTab 3S offers VTech Kid Connect™ ([www.vtechkids.com/kidconnect](http://www.vtechkids.com/kidconnect)), a groundbreaking family communication app and wireless connectivity while InnoTab 3 delivers a powerful punch in a compact size and at an affordable price.

The Learning Lodge gives parents and children access to purchase hundreds of engaging, age-appropriate games, videos, e-books and music, with more than 650 titles that teach reading, math, social studies, handwriting, science, problem solving, geography and more. The wide variety of educational and engaging content and curriculum is tailor-made for each age group and is suitable for toddlers to grade-schoolers, giving every child an opportunity to expand their learning potential while keeping them entertained. Parents can even track their child's learning progress online. Additional characters featured throughout the downloads and software cartridges are Team Umizoomi™, Dora the Explorer™, Thomas & Friends®, Turbo™, Teenage Mutant Ninja Turtles, Bubble Guppies and Sesame Street®.

The Learning App Bundles are available for \$19.99 at [www.vtechkids.com/learninglodge](http://www.vtechkids.com/learninglodge). For more information about the complete InnoTab range and VTech product range, please visit [www.vtechkids.com/innotabrange](http://www.vtechkids.com/innotabrange).

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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® 2S Wi-Fi Learning App 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 350 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 more than 650 titles by the end of 2013. 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 Ltd. 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](http://www.VTechKids.com), [www.facebook.com/VTechtoys](https://www.facebook.com/VTechtoys) on Facebook or follow @VTechToys on Twitter.