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**VTech Unleashes 2-in-1 Play Experience as
its Award-Winning Switch & Go Dinos™ Go on Sale Online Today**

New Interactive Dinosaur/Vehicle Transforming Toy Now Available Exclusively at Amazon.com

CHICAGO – (May 22, 2012) VTech (www.VTechKids.com), in partnership with [Amazon](http://Amazon.com), is excited to release its latest innovation in the world of boys toys as four of its award-winning Switch & Go Dinos go on sale online today, exclusively at www.Amazon.com for a suggested retail price of \$15.99. Heralded as “Best in Play” by *Parenting* magazine at the 2012 American International Toy Fair, the toys combine two of boys’ favorite play patterns, as they uniquely and easily morph back and forth from dinosaur to vehicle to provide an interactive 2-in-1 play experience.

Perfect for boys ages 3-8, VTech’s Switch & Go Dinos allows the company to bring what they do best in technology, toys and learning into the vehicle aisle for the first time. Each Switch & Go Dino is designed and built for durability, and comes equipped with an LCD screen for customized animation, dinosaur and vehicle sound effects and educational dinosaur facts. These features combine to bring each Switch & Go Dino to life, offering kids a personalized, immersive and enriching play experience.

“New Switch & Go Dinos fuse two ultimate boys toys – Dinos and vehicles, transforming play time into a prehistoric adventure. And thanks to our partners at [Amazon](http://Amazon.com), we’re thrilled to unleash the four starter toys into the market earlier than expected,” said Tom McClure, Director of Marketing for VTech Electronics North America. “We think moms will be pleased too as the early Amazon.com launch comes just in time for summer season; Switch & Go Dinos are the perfect take-along travel toy to keep kids entertained during road trips and long flights.”

Switch & Go Dinos – Key Features

- **The Ultimate 2-in-1 Boys Toy:** Each Switch & Go Dino uniquely and easily transforms back and forth between a dinosaur and a vehicle in a few simple steps, packing in double the play value for kids with two of their favorites play patterns.
- **Innovative Play Experience:** Each toy features a customizable LCD screen, allowing boys to personalize their play experience by choosing dinosaur eyes when in dinosaur mode and driver faces when in vehicle mode. Dramatic dinosaur and vehicle sound effects bring the toys to life, creating an immersive play experience.
- **Educational:** In dinosaur mode, action buttons play interesting facts about each dinosaur as they come to life, and the toys feature more than 50 wild sound effects and phrases.
- **Durable, Collectible Line:** Switch & Go Dinos features an entire line of seven durable, unique and collectible dinosaur toys, including four starter toys: Sliver the T-Rex, T-Don the Pteranodon, Tonn the Stegosaurus and Horns the Triceratops, which are available now exclusively at www.Amazon.com and will be available beginning June 18 at www.VTechKids.com for a suggested retail price of \$15.99. All seven Switch & Go Dinos will be on-shelf at major retailers beginning in Fall 2012, including the four Starter Dinos, as well as Attila the Ankylosaurus (SRP: \$24.99), Span the Spinosaurus (SRP: \$29.99), Brok the Brachiosaurus (SRP: \$49.99).

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About VTech

VTech, the creator of the Electronic Learning Products (ELP) category and the award-winning V.Smile TV Learning System, is a world leader of age-appropriate learning toys. Since 1980, VTech has been developing high-quality, innovative educational products that enrich children's development, from birth to preteen, through fun and smart play.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics Ltd. is headquartered in Hong Kong with distribution throughout North America, Europe and Asia.

For more information on VTech's additional product lines, visit www.vtechkids.com/switchandgodinos, www.facebook.com/VTechtoys on Facebook, or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter. Also, be sure to follow our ultimate Switch & Go Dino Brok the Brachiosaurus on Twitter [@Broksays](https://twitter.com/Broksays).

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