



LeapFrog® Brings Innovation and Technology to Construction Toys with LeapBuilders®

New Line of Interactive Blocks is the Perfect Combination of Building, Learning and Fun

NEW YORK, February 14, 2019 /PRNewswire/ Today LeapFrog® Enterprises, Inc., a leader in innovative learning toys for children, announces its entry into the construction toy aisle with LeapBuilders®, the first-ever line of smart building blocks. Injecting the category with innovation and technology, LeapBuilders lets kids use interactive building blocks to combine classic block play with engaging sounds and fun, curriculum-based learning content. This exciting new play experience is designed to facilitate creative learning while encouraging children's problem solving and fine motor skills. The complete introductory line of LeapBuilders is on display at the 2019 North American International Toy Fair®.

“It’s time to inject true innovation into the classic building blocks category!” said Andy Keimach, President, VTech Electronics North America, LeapFrog’s parent company. “Building and construction play an important role in a child’s development and LeapBuilders combines fun, building play with technology that opens up a world of the learning content that LeapFrog is known for.”

LeapBuilders sets feature an electronic Smart Star™ cube and double-sided learning blocks. When a learning block is inserted into the interactive Smart Star, it responds with fun sounds, educational songs and learning content to create a uniquely engaging play experience. Children can also use blocks from other LeapBuilders sets to unlock additional responses.

LeapBuilders are recommended for ages 18+ months and will be available at major retailers this summer. For more information, visit www.leapfrog.com. Select items from the line include:

LeapBuilders® ABC Smart House™: Welcome home to the LeapBuilders® ABC Smart House™! Build, create and learn with this interactive 61-piece house-themed block set. Kids can use the easy-to-hold blocks to build a house and learn about the alphabet, objects around the house, colors and shapes as they build with the electronic Smart Star™ cube. Insert the 20 double-sided learning blocks into the interactive Smart Star and it will respond with fun sounds, educational songs and phrases that enhance building play with learning content. For even more fun, try using learning blocks from other LeapBuilders sets in the interactive cube to unlock additional content responses. Get building with smart blocks for smart kids!

LeapBuilders® Fruit Fun Elephant™: For silly learning you won't soon forget, enjoy the LeapBuilders® Fruit Fun Elephant™. Build, create and learn with this interactive 21-piece animal-themed block set. Kids can use the easy-to-hold blocks to build an elephant and flamingo and learn about fruits, numbers and colors as they build with the electronic Smart Star™ cube. Insert the 10 double-sided learning blocks into the interactive Smart Star and it will respond with fun sounds, educational songs and cool phrases that enhance building play with learning content. For even more fun, try using learning blocks from other LeapBuilders sets in the interactive cube to unlock additional content responses. Get building with smart blocks for smart kids!

LeapBuilders® 123 Counting Train: All aboard the LeapBuilders® 123 Counting Train! Little engineers can build, create and learn with this interactive 19-piece train-themed block set. Kids can use the easy-to-hold blocks to build a train and learn about occupations and colors as they build with the electronic Smart Star™ cube. Insert the 10 double-sided learning blocks into the interactive Smart Star and it will respond with fun sounds, educational songs and cool phrases that enhance building play with learning content. For even more fun, try using learning blocks from other LeapBuilders sets in the interactive cube to unlock additional content responses. Get building with smart blocks for smart kids!

LeapBuilders® Food Fun Family Farm™: It's farming fun with the LeapBuilders® Food Fun Family Farm™! Build, create and learn with this interactive 50-piece farm-themed block set. Kids can use the easy-to-hold blocks to build a farm and learn about animals, fruits and vegetables as they build with the electronic Smart Star™ cube. Insert the 15 double-sided learning blocks into the interactive Smart Star and it will respond with fun sounds, educational songs and cool phrases that enhance building play with learning content. For even more fun, try using learning blocks from other LeapBuilders sets in the interactive cube to unlock additional content responses. Get building with smart blocks for smart kids!

LeapBuilders® 80-Piece Jumbo Blocks Box™: The only limit is your imagination with the LeapBuilders® 80-Piece Jumbo Blocks Box™. With this non-electronic LeapBuilders set, little builders can make animals, buildings and more using the 80 easy-to-hold blocks. For even more fun, combine with other LeapBuilders sets (sold separately) that include an electronic Smart Star™ cube. Insert the 13 double-sided learning blocks into the interactive Smart Star and it will respond with fun sounds, educational songs and cool phrases that enhance building play with learning content. Get building with smart blocks for smart kids!

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About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 20 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

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