



LeapFrog® Unveils New Learning Toys That Help Children Learn As They Play at 2018 North American International Toy Fair®

Company Announces Expansion of Award-Winning Infant, Preschool and LeapStart Lines

NEW YORK, February 16, 2018 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, debuted its new collection of products that combine education, technology and engaging play at the 2018 North American International Toy Fair®. The exciting lineup includes delightful additions to its successful infant and preschool lines as well as an innovative update to its award-winning LeapStart® Interactive Learning System.

“We believe our new LeapFrog products represent what today’s parents are looking for – educational toys that will help their child prepare for the future,” said William To, President, VTech Electronics North America, LeapFrog’s parent company. “We are excited to introduce our new collection, which features a selection of toys that offer thoughtful, layered learning experiences while providing enchanting moments to make learning fun.”

LeapFrog’s 2018 range of new introductions includes:

Infant and Preschool

LeapFrog is expanding its infant and preschool lines with playful toys that create a foundation for future success by exposing children to important early skills like vocabulary, letters, numbers and more. With Scout’s Get Up & Go Walker™, physical movement is encouraged as it transforms from an interactive baby gym to a walker, while offering different learning modes that introduce colors, shapes, numbers and more. The Safari Learning Station™ features an engaging activity panel that can be positioned in different interactive modes depending on whether a child is sitting, crawling or standing. Additional new LeapFrog innovations include the Learning Friends 100 Words Book™, which lets toddlers explore new vocabulary words and fun facts in English and Spanish, and the Go-with-Me ABC Backpack™, a one-of-a-kind toy that is a backpack, puzzle and writing and drawing board all in one with an essential step by step learn to write feature.

LeapStart® 3D

The newest addition to LeapFrog’s LeapStart Learning System line is LeapStart 3D, featuring an interactive 3D-like holographic display and touch-and-talk games to deepen the learning through a combination of video, audio and print. They uniquely work together to reinforce the curriculum in an exciting new way, as kids learn to count, read, build problem-solving skills and more through fun replayable activities and animations.

The LeapStart library is also expanding this year, with new titles Mickey and the Roadster Racers Pit Stop and Go, Disney Princesses and Pixar Pals. The entire LeapStart library is audio compatible with LeapStart 3D, with select titles upgraded to include 3D-like activities. The library features games, stories, learn to read activities, creative challenges, problem-solving puzzles, math mazes and more for 2-7 year olds with more than 30 activities in every activity book. Most activities feature two levels of difficulty so that kids can play and learn at the right level and move up when they're ready. With 25+ books (sold separately) and more than 30 activities in every book, the LeapStart library covers over 50 key skills for every age level encompassing a variety of school subjects and life skills from preschool through first grade. The library also includes two Learn to Read book sets dedicated to guiding children on their reading journey one step at a time. A total of 400+ activities help kids build tomorrow's skills today.

For more information, please visit www.leapfrog.com.

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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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