



LeapFrog® Introduces New Infant and Preschool Learning Toys

Interactive New Products Encourage Early Learning Skills

CHICAGO, August 21, 2017 /PR Newswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced the availability of its successful infant and preschool toy collection. These new products join an extensive range of toys that actively teach important early learning skills, such as counting, shapes, colors and the alphabet, while introducing the problem-solving, creativity and social skills children will need to thrive as they grow.

“LeapFrog understands the importance of fostering fun learning experiences that empower and inspire children to leap ahead,” said William To, President, VTech Electronics North America. “We believe the new introductions reflect the high-quality learning products children love and parents have come to expect from LeapFrog.”

The new products offer a robust variety of developmental learning toys that teach key school skills such as math, literacy and science, while also encouraging children to apply critical thinking and creativity skills. The adorable new Scoop & Learn Ice Cream Cart™ can help children build memory and sequencing skills while they create yummy ice cream cones with a magic scooper that recognizes colors and flavors. The 2-in-1 LeapTop Touch™ is both a laptop and tablet where kids can learn letters, numbers, music and more – it can even be personalized to help children learn to spell their name. Children’s favorite friend, Scout, is always ready for learning fun and now children can take him on the go with Sing & Snuggle Scout™ or take him on a walk with Step & Learn Scout™. And when children are ready to learn to write their letters and numbers, the interactive Mr. Pencil’s Scribble & Write™ will show them step by step instructions to introduce writing, drawing and spelling.

“Childhood is a time of discovery and each of these toys is designed to foster children’s natural curiosity,” said Dr. Clement Chau, Director of Learning for LeapFrog. “Our in-house learning team ensures that every LeapFrog toy provides a range of experiences to expose little ones to a variety of stimuli and build a strong foundation of learning.”

Highlights of the lines, available now, include:

[Scoop & Learn Ice Cream Cart™](#)

Learning is sweet when pretending to run your own ice cream cart! The Scoop & Learn Ice Cream Cart lets kids create a variety of imaginative and tasty-looking ice cream combinations using four flavors of ice cream, three toppings and three syrup flavors. Use the magic scooper to scoop up the ice cream and toppings to build customer orders and it will recognize the colors and flavors. Then press the pump to add pretend syrup while counting to ten. Build memory and sequencing skills by choosing from six cute

animal order cards and following the instructions. Ring the bell to let them know their order's up! Playful phrases introduce colors, numbers, flavors and more while you explore the cart's features and six activity cards. When kids are ready to move to a new location, place the accessories in the correct places or put them in the two storage drawers and push the cart around to hear upbeat songs and music. (Ages 2+ years; MSRP: \$39.99)

[2-in-1 LeapTop Touch™](#)

Learning fun is a tap away with the 2-in-1 LeapTop Touch. Kids can learn about letters, numbers, music and more on a laptop that's made just for them. Open the laptop to see the screen in keyboard mode, then close the laptop and watch the screen magically swivel into tablet mode. The laptop features an A-Z keyboard and number buttons 1-10, while the tablet features a touch screen. Kids will have fun pretending to email Scout or tapping away in five learning modes – ABCs, numbers, games, music and messages. Plus, the laptop can be customized to help children spell their name. The take-along handle makes it great for learning on the go! (Ages 2+ years; MSRP: \$24.99)

[Sing & Snuggle Scout™ / Sing & Snuggle Violet™](#)

Children's favorite friends are ready for learning on the go. Sing & Snuggle Scout and Sing & Snuggle Violet are plush interactive puppies that talk and sing. Press the light-up button in the middle of their tummies to hear Scout and Violet bark and tell you how much they love you. Then, press the colorful buttons to hear lullabies and learning songs about shapes, colors and letters. Use the ring on Scout or Violet's head to attach them to car seats and carriers for fun on the go. Grab the playful pups and learn with your loyal friends anytime, anywhere! (Ages 6+ months; MSRP: \$9.99 each)

[Step & Learn Scout™](#)

Take a walk with Step & Learn Scout while learning about letters and counting. Watch as Scout energetically moves his head, legs and tail while he happily sings educational songs. Play in three different modes that include letters and numbers, or choose Fun with Scout mode to see animations on Scout's backpack. Play the game What's in My Backpack, and kids will explore letters and numbers as Scout tells them about everything in his backpack. Take good care of Scout and this cute interactive puppy will ask for kisses! (Ages 1+ years; MSRP: \$19.99)

[Mr. Pencil's Scribble & Write™](#)

Have fun writing letters, numbers and more with Mr. Pencil's Scribble & Write! With the help of friendly Mr. Pencil, explore six activities that will introduce writing, drawing and spelling. Step by step, Mr. Pencil will show how to write numbers, shapes, uppercase letters and lowercase letters. Use the stylus on the touch screen to trace the numbers, letters and shapes and Mr. Pencil will provide instant feedback. Tap the screen to make your writing come alive with cute animations. Then get creative and use the stylus to draw anything kids want! Mr. Pencil will also introduce early spelling by asking kids to match letters to their sounds or to find missing letters to spell simple words. Writing is fun and interactive with Mr. Pencil! (3+ years; MSRP: \$21.99)

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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