



## **LeapFrog® Featured on *The Toy Insider's* Hot 20 and Top Tech 12 Lists of Hottest Holiday Toys**

*LeapFrog® Scoop & Learn Ice Cream Cart™ and LeapFrog® Epic™ Academy Edition Honored, LeapStart™ Learning System Included in the Holiday Gift Guide*

CHICAGO, September 20, 2017 /PR Newswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced its Scoop & Learn Ice Cream Cart™ was featured on *The Toy Insider's* Hot 20 list of the hottest toys of the season and its LeapFrog® Epic™ Academy Edition was included on the Top Tech 12 list of the most innovative tech toys on the market. Additionally, the LeapStart™ Learning System was chosen as part of *The Toy Insider's* 12<sup>th</sup> annual holiday gift guide.

"It's a tremendous honor to earn spots on *The Toy Insider's* elite Hot 20 and Top Tech 12 lists," said William To, President, VTech Electronics North America. "We always strive to deliver exceptional play experiences that will resonate with children and parents, and it's an added bonus when we're recognized by the experts in the toy industry as well."

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. LeapFrog Epic Academy Edition, the company's most advanced Android-based tablet, comes pre-loaded with its new subscription-based interactive learning program, LeapFrog Academy™. It guides children on fun Learning adventures and offers access to more than 1,000 learning activities. Providing the perfect balance of core school and life skills, the LeapStart Learning System gets kids excited about counting, learning to read, problem solving and more with fun, replayable activities.

"There are a lot of LeapFrog toys kids will be asking for this holiday season but we know everyone's going to be screaming for ice cream with the delightful Scoop & Learn Ice Cream Cart," said Laurie Schacht, co-publisher and Chief Toy Officer, *The Toy Insider*. "And Epic Academy Edition is such a robust tablet with the exciting LeapFrog Academy learning program, we had to include it on our Top Tech 12 list."

Additional details about LeapFrog's award-winning products can be found at [www.leapfrog.com](http://www.leapfrog.com) and 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)

### [LeapFrog® Epic™ Academy Edition](#)

Explore, play, imagine and create with the LeapFrog Epic Academy Edition. The tablet is packed with kid-appropriate on-board learning content including 20 learning games that explore a range of subjects and skills and a free trial of LeapFrog Academy™. Play anywhere with LeapFrog Academy, an interactive learning program for 3-6 year olds that guides them on a variety of fun Learning Adventures. Through a well-rounded curriculum, they'll explore a blend of traditional school subjects with creativity, problem solving and social-emotional skills. Kids will also have access to the LeapFrog Learning Library that includes hundreds of games, apps, videos and music. Plus, the exclusive Just for Me™ learning technology personalizes select games so children can learn at the right level. Kid-safe right out of the box, the LeapSearch™ web browser lets kids safely surf the Internet and parental controls allow Mom and Dad to set time limits, manage apps and services, and add features such as Android apps as each child is ready. Uniquely designed to grow with children, this tablet offers endless learning and creative play. (Ages 3-9 years; MSRP: \$119.99)

### [LeapStart™ Learning System](#)

LeapStart is an interactive learning system that gets kids excited about counting, learning to read, problem solving and more through fun, replayable activities. The magic behind LeapStart is a stylus that reads invisible dots on every page, triggering questions, challenges, songs, jokes and more. The grow-with-me stylus is comfortable for kids of all ages and promotes proper writing grip. The LeapStart library features touch-and-talk games, creative challenges, problem-solving puzzles, math mazes and more for 2-7 year olds with more than 30 activities in every book. Most replayable activities have two levels with more than 50 key skills per level so kids can play and learn at the right level and move up when they're ready. The LeapStart library of 25+ books (sold separately) covers a variety of preschool through first grade subjects and includes two Learn to Read book sets. A total of 400+ activities help kids build tomorrow's skills today. (Ages 2-7 years; MSRP: \$39.99)

### **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](http://www.leapfrog.com).

**About *The Toy Insider***

*The Toy Insider* is the go-to source for product information about children's toys, tech, and entertainment. It publishes two annual gift guides—one for summer and one for holiday—and reviews toys 365 days a year on [thetoyinsider.com](http://thetoyinsider.com), a trusted resource for parents. The Toy Insider's content is produced by an editorial team with more than 75 years of combined experience covering the toy industry. *The Toy Insider* is published by Adventure Publishing Group, publisher of leading trade publications *The Toy Book*, *The Toy Report*, *The Licensing Book*, and *Total Licensing Report*. For more information, visit [thetoyinsider.com](http://thetoyinsider.com).

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