

# LeapFrog® LeapStart™ and Learning Toys Honored with Over 25 Industry Awards Leading into the 2016 Holiday Season



*The new interactive learning system leads the way as toy and education industry's top organizations recognize its innovative approach to teaching core school and life skills*

EMERYVILLE, Calif., Nov. 21, 2016/PRNewswire/ -- LeapFrog Enterprises, Inc., the leader in innovative learning solutions for children, is pleased to report that LeapStart™, the interactive learning system designed to help build key core and life skills, has been honored with seven awards from renowned institutions such as Mom's Choice Awards, National Parenting Center, Dr. Toy, Teacher's Choice Award and Tillywig Toy Awards. In 2016, LeapFrog products have won 26 awards, adding to LeapFrog's extensive collection of over 900+ awards throughout LeapFrog's 20 year history.

"We are excited to see LeapStart recognized for its innovative approach to combining core school skills along with valuable life skills that we know are so important for 21st century learners," said William To, President at VTech Electronics North America, L.L.C. "Along with our other great award winners such as Count Along Register, Fridge Numbers, Learn & Groove Musical Mat and Melody the Musical Turtle, LeapFrog continues to deliver fun and engaging products. Our ultimate goal is to ensure education for children from an early age so they can leap ahead in years to come."



LeapFrog LeapStart(TM) Junior

LeapFrog continues the tradition of being recognized by the industry's most prestigious institutions for delivering new and innovative educational learning experiences to children, parents, and educators year after year. LeapFrog's 2016 lineup, including Count Along Register, Fridge Numbers, LeapStart, Learn & Groove Musical Mat and Melody the Musical Turtle have been recognized with awards by the following institutions with a number still yet to be announced:

**Dr. Toy 100 Best:** Dr. Toy's Best Children's Products Awards assists consumers to identify the most appropriate and engaging learning and developmental products. LeapStart, Learn & Groove Musical Mat, Count Along Register and Melody the Musical Turtle have been recognized among the most useful, outstanding new toys and products that promote activity, creativity and learning, as well as build skills and support social and emotional development through fun and entertainment.

Dr. Toy Awards:

- Best Active Products: Learn & Groove Musical Mat
- Best Educational Products: Count Along Register, LeapStart
- Best Games: Melody the Musical Turtle

**Mom's Choice Awards (MCA):** The MCA evaluates products and services created for children, families and educators. The program is globally recognized for establishing the benchmark of excellence in family-friendly media, products and services.

Mom's Choice Awards:

- LeapFrog LeapStart, Gold Winner
- Count Along Register, Gold Winner
- Melody the Musical Turtle, Gold Winner
- Learn & Groove Musical Mat, Gold Winner

**National Parenting Publications Awards (NAPPA):** With 25 years of experience in the industry, The National Parenting Publications Awards (NAPPA) is one of the longest running and most respected awards programs in the country. NAPPA identifies the most entertaining, appealing, safe, educational, age-appropriate and enduring products as NAPPA Gold, Silver and Bronze winners. LeapFrog has been named a multiple winner for the following products:

National Parenting Publications Awards:

- LeapFrog LeapStart (Book)

- Count Along Register (Toy)
- Melody the Musical Turtle (Toy)

**The National Parenting Center:** The National Parenting Center Seal of Approval is among the highest honor any product or service can attain since it reflects consumer reactions, experiences, and perceptions. The following LeapFrog products have been awarded the Seal of Approval for 2015, demonstrating each product's level of desirability, sturdiness, interactive stimulation and other ingredients essential in the make-up of a quality product:

The National Parenting Center Seal of Approval:

- LeapFrog LeapStart (Book)
- Count Along Register (Toy)
- Learn & Groove Musical Mat (Toy)
- Melody the Musical Turtle (Toy)

**Oppenheim Toy Portfolio Awards:** The Oppenheim Toy Portfolio awards have become a benchmark of excellence with consumers, toy makers and the media. Outstanding products are selected by testers and awarded one of four honors.

Oppenheim Toy Portfolio Platinum Award:

- Count Along Register (Toy)

**Parents' Choice Awards:** The Parents' Choice Foundation is the nation's oldest nonprofit guide to quality children's media and toys. The Parents' Choice Award judges the product's design and function, the educational value, long-term play value, and the benefits to a child's social and emotional growth and well-being.

Parents' Choice Awards:

- LeapFrog LeapStart, Silver Winner
- Count Along Register, Recommended Winner
- Melody the Musical Turtle, Approved Winner

**Parents Magazine Best Toys:** Parents Magazine tests new toys with kids and parents to find the ones they believe are winners. LeapFrog Fridge Numbers has been named among this year's best toys by the Editors of Parents Magazine.

**Scholastic Parent & Child:** Today's leading parenting magazine for families with school aged children reaches more than 7.3 million parents. The magazine puts out a call for submissions to toy manufacturers and the editorial team reviews hundreds of products and sends the top contenders out to parents to test at home with their children.

Scholastic Parent & Child Gold Star Award:

- Count Along Register (Toy)
- Melody the Musical Turtle (Toy)

**Teachers' Choice Awards:** Since 1994 the Teachers' Choice Awards program has grown to become one of the most recognized and prestigious awards in the educational market. A team of teachers evaluates each product in the classroom on quality, instructional value, ease of use, and innovation. LeapFrog LeapStart, Count Along Register and Learn & Groove Musical Mat have met the teachers' stringent standards and have been chosen as winners for the 2017 Teachers' Choice Award, specifically they have been awarded the Family award as educational products that work in the home environment.

**Tillywig Toy & Media Awards:** Each year, the Tillywig Awards Program delivers to consumers, retailers, and the media information on the best children's products, parenting products, and educational products available in today's marketplace. Awards are given on the basis of group tests, the primary purpose of which is to evaluate the quality, efficacy, entertainment value, or educational value of the products submitted by manufacturers. LeapFrog has been named a multiple winner for the following products:

The Tillywig Brainchild Toy Awards:

- LeapFrog LeapStart (Book)
- Count Along Register (Toy)
- Learn & Groove Musical Mat (Toy)
- Melody the Musical Turtle (Toy)

The Tillywig Parents' Favorite Product Software & Electronics Awards:

- LeapFrog LeapStart (Book)

### **About LeapFrog**

LeapFrog Enterprises, Inc. is the leader in innovative solutions that encourage a child's curiosity and love of learning throughout their early developmental journey. For 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 based in Emeryville, California, and 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).

Media Contact:

Abby Forman

212-805-8058

[aforman@access-emanate.com](mailto:aforman@access-emanate.com)

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