



LeapFrog® Unveils Next Generation LeapPad™ and LeapStart™ Enhancements at the 2017 North American International Toy Fair®

*Exciting New Content Featuring Top Children's Properties Also Introduced for
LeapPad™ and LeapStart™ Platforms*

NEW YORK, February 18, 2017 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, unveiled the newest addition to the award-winning line of LeapPad™ tablets, LeapPad Ultimate, as well as enhancements to the popular LeapStart™ Learning System at the 2017 North American International Toy Fair®. In addition, new LeapPad Ultimate games and LeapStart activity books will feature the most popular children's entertainment properties, including *Trolls*, *PAW Patrol* and *PJ Masks*.

"LeapPad Ultimate provides parents with the opportunity to give their child a learning tablet that's not only kid-safe, but packed with fun, engaging content that helps develop their child's mathematics, reading and problem-solving skills," said William To, President, VTech Electronics North America. "In addition to the debut of LeapPad Ultimate, we're also excited to introduce new licensed games to LeapFrog's library of more than 1,000 titles, providing kids with the opportunity to leap to the next level of learning alongside their favorite characters."

New for LeapPad™

Building upon the success of the beloved LeapPad, the new LeapPad Ultimate is the perfect first learning tablet for children. Featuring more than \$100 worth of pre-loaded learning apps and videos, the LeapPad Ultimate helps kids build core skills in mathematics, reading and science as well as music, problem solving, logic and creativity to help prepare kids for preschool and beyond. LeapFrog is also launching three new cartridges featuring this year's hottest licenses, including a new mathematics game for kids ages three to five featuring *PJ Masks*, a *PAW Patrol* problem solving game for kids ages four to seven and a colorful *Trolls* creativity game that will foster imagination for kids ages four to seven. These new cartridges are designed by LeapFrog's team of in-house learning experts to ensure a seamless blend of education and fun.

LeapPad Ultimate also provides access to the LeapFrog App Center that is comprised of 1,000+ learning apps, e-books, videos and more (each sold separately). Many of the games include LeapFrog's exclusive Just For Me™ learning technology designed to personalize learning by assessing children as they play and automatically adapting the curriculum to each child's learning level to keep them engaged and motivated. In select games, this technology also provides in-game tutorials to help kids learn with confidence.

This learning tablet is designed for kid-safe play right out of the box, with a kid-friendly web browser that provides access to pre-selected websites approved by learning experts, as well as a built-in bumper, reinforced design and shatter-safe screen. Parental controls allow parents to add multiple kids to one tablet as well as set play time limits. LeapPad Ultimate is recommended for kids ages three to eight years old.

New for LeapStart™

LeapFrog has updated LeapStart, the successful, interactive “whole child” learning system that provides the perfect balance of core school and 21st Century life skills to help prepare kids for the future. LeapStart activity books and leveled library will grow with kids and also get them excited about concepts such as math, reading and writing as well as problem solving, critical thinking, communication and creative expression. The magic behind the updated LeapStart system is a stylus that reads invisible dots on every page, triggering engaging audio like questions, challenges, songs, jokes and more to teach school and life skills. The newly designed ergonomic stylus was created to be comfortable for kids of all ages and promote proper writing grip. And, tons of fun touch-and-talk games, creative challenges, problem-solving puzzles, math mazes and more await kids from ages two to seven with 30+ activities in every activity book. Each activity is designed to be played again and again for endless learning, discovery, storytelling, music making, fun facts, jokes and more.

New LeapStart activity books use kids’ favorite characters to bring learning to life. The hottest properties in children’s entertainment are featured, including *Trolls’* “Solve It All with Poppy” that introduces problem solving and creative expression for kids ages four to six, “*PJ Masks* Moonlight Hero Math” for building math, measurement and critical thinking skills for three to six year olds, *PAW Patrol’s* “Around Town” featuring jobs around the community, map skills, and problem solving for kids ages three to six and a “The World of Baby Animals” book that introduces animals with fun science and memory activities for kids ages two to five. Additionally, building upon 20 years of teaching children to read, LeapFrog is introducing its acclaimed Learn to Read series for LeapStart that helps build reading confidence and encourages a love of reading in four to seven year olds. Now with brand new stories and art, the series contains two book sets, one focusing on short vowels and the second focusing on advanced vowels and consonant teams. Each set includes six books that feature engaging stories and an additional feature that allows children to touch on individual letters and letter teams to hear the sounds they make.

More than 400 activities are included in the LeapStart leveled library of 28 books, including two Learn to Read book sets (each sold separately) with up to 50 key skills per level, to help kids build tomorrow’s skills today. Most replayable activities are designed with two levels so that kids can play and learn at the right level and move up when they're ready, making LeapStart the perfect learning device for curious two to seven year olds!

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

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, a subsidiary of VTech Holdings Limited, 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.

