



LeapFrog® Expands Range of Award-Winning Infant and Preschool Toys

New Toys Continue to Teach Core Curriculum and Foster 21st Century Learning Skills

NEW YORK, February 19, 2017 /PR Newswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced the expansion of its successful infant and preschool toy collection with a dozen new introductions at the 2017 North American International Toy Fair®. 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 in the 21st Century.

The 21st Century learning framework is a contemporary education approach that recognizes that education must keep pace with innovation and the knowledge, skills and capabilities kids nurture today must be planted with the foresight for where their world is heading. Although kids will always need key school skills, such as math, literacy, and science, 21st Century learning encourages children to approach problems and new ideas in creative ways so they can take on the challenges of tomorrow. Within the 21st Century learning framework, children develop the four Cs – critical thinking, collaboration, communication, and creativity. LeapFrog’s new infant and preschool toys target these 21st Century learning skills in playful, age-appropriate ways and emphasize the development of important character qualities such as curiosity and social and emotional skills.

“Our in-house learning team works tirelessly to continually create educational, research-based products that nurture children’s natural curiosity, build a strong foundation for their futures and help them prepare for school,” said Dr. Clement Chau, Director of Learning for LeapFrog. “Each toy is designed with layers of learning experiences, so as children play and make new discoveries, they are unlocking and reinforcing important learning and life skills to prepare them for the world ahead.”

The new products will be available later this year. Highlights include:

Scoop & Learn Ice Cream Cart™

We all scream for ice cream with the Scoop & Learn Ice Cream Cart! This toy ice cream cart delights and surprises with a range of buttons, lights, sound effects, music and fun phrases. It also features eight scoops of ice cream, three toppings and three flavors of syrup to teach kids 10 colors and flavors. Kids can create tons of delicious looking and imaginative combinations! Insert an order card into the slot on top of the cash register, then build the customer's order in the correct sequence to help build memory and sequencing skills. Use the magnetic scooper to scoop the ice cream and learn colors, then complete the order by adding toppings and pretend syrup. Kids will love pressing the pump to add pretend syrup as they count along from 1 to 10. Once complete, make sure the ice cream matches the image on the card. Then, ring up the customer's order using the cash register. Push the cart around to hear fun

learning songs while pretending to find new customers. Customers are sure to love their sweet treats!
Ages 2 years and up.

Stack & Tumble Elephant™

Stacking is tons of fun with the Stack & Tumble Elephant. Stack the five brightly colored, textured rings on the elephant's trunk to help build fine motor skills. As each ring is placed on the trunk, he will introduce colors, numbers and shapes. Press the music note button on the elephant's trunk to hear playful songs. Push down on his tail and watch him sneeze, sending the rings tumbling off his trunk. Then play again! Ages 6 months and up.

Step & Learn Scout™

Toddlers will love the many ways they can play and learn with their pal Scout! Delight in using the leash to push this playful pup or remove it and manually scoot him along the floor. Watch as he energetically moves his head, legs and tail while he happily sings educational songs. Different learning modes introduce letters and numbers while encouraging pretend play and gross motor skills. The learning songs are enhanced by letter and number graphics that scroll by on Scout's LED backpack. Play fun guessing games about what's inside Scout's backpack by pressing the arrow buttons to explore letters and numbers. Take care of Scout, and this cute interactive puppy will ask for hugs and kisses! Ages 1 year and up.

Tad's Get Ready for School Book™

Get ready for school with Tad's Get Ready for School Book. This book contains twelve pages of fun learning and introduces ABCs, numbers 1-10, colors, animals, shapes, community, emotions and music. Press the music button to hear six lyrical learning songs and watch the light flash along. Then, practice telling time by turning the hour hand on the clock. The Get Ready for School Book covers core learning skills that expose kids to common topics they will learn as they enter preschool. Ages 2 years and up.

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 and up.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative learning toys 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.

