



## **LeapFrog® Broadens Successful Infant and Preschool Learning Toy Collection**

*Engaging, Educational Offerings on Display at 2018 North American International Toy Fair®*

NEW YORK, February 17, 2018 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced delightful new additions to its award-winning infant and preschool collection. Following the tremendous success of the Scoop & Learn Ice Cream Cart™, one of the hottest preschool toys of 2017 and a 2018 Toy of the Year (TOTY) Award nominee, LeapFrog is adding even more engaging new products that offer fun, educational learning experiences. The new toys, including a multi-use walker featuring a favorite LeapFrog character, a bilingual word book that teaches 100 first words, an interactive play station filled with activities and an on-the-go alphabet learning toy, are on display at the 2018 North American International Toy Fair®.

“We’re thrilled with the growth of the LeapFrog infant and preschool line and love that our innovative, playful products are really resonating with moms and dads,” said William To, President, VTech Electronics North America, LeapFrog’s parent company. “We know parents trust the educational value of our LeapFrog toys and the benefits they provide little ones as they engage in key learning moments.”

LeapFrog infant and preschool toys create a foundation for future success by exposing children to important early skills such as vocabulary, letters and numbers. Two new introductions are designed to grow with a child while keeping them engaged and learning. Scout’s Get Up & Go Walker™ transforms from an interactive baby gym to a walker that encourages physical movement and offers different learning modes that introduce colors, shapes, numbers and more. The Safari Learning Station™ features an engaging activity panel that can be positioned in different interactive modes depending on whether a child is sitting, crawling or standing. Additional new LeapFrog innovations include the Learning Friends 100 Words Book™, which lets toddlers explore new vocabulary words and fun facts in English and Spanish, and the Go-with-Me ABC Backpack™, a one-of-a-kind toy that is a backpack, puzzle and writing and drawing board all in one with an essential step by step learn to write feature.

“Young children are naturally curious and learning every minute they play,” said Dr. Clement Chau, Director of Learning for LeapFrog. “Providing opportunities for them to experiment with sensory play, engage in pretend play, experience stories and explore numbers, letters and sounds fosters early concept development and helps build early language skills.”

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

**Learning Friends 100 Words Book™:** Join animal friends Turtle, Tiger and Monkey as they explore new vocabulary in the Learning Friends 100 Words Book. Touch the words on each page to hear the animals say toddler-appropriate words along with exciting sound effects. Switch to Fun Facts mode and kids can learn exciting facts about each word. Then, in Fun Sounds mode, play different sound effects by

touching the pictures in the book. For more music fun, press the light-up star button to play two learning songs. Explore everything the book has to offer, and then slide the language switch to explore everything again in Spanish. Ages 18+ months.

**Scout's Get Up & Go Walker™:** As your little one grows and changes, so does Scout's Get Up & Go Walker. Start with an interactive baby gym that includes a dangling rattle ring and a mirror for self-discovery. Easily remove the legs and it becomes an activity panel that's perfect for sitting and playing on the floor. When your child is ready, put the legs back on the activity panel to transform it into a walker with locking wheels and speed controls. The walker also includes three play modes that grow with your child and play music, introduce colors, shapes, letters and numbers or encourage physical movement. The activity panel has five piano keys, activities that stimulate fine motor skills and a color changing light-up dome to enhance learning. Stand up and start learning! Ages 3+ months.

**Safari Learning Station™:** From sitting to crawling to standing, the Safari Learning Station is designed to grow with your child while keeping them entertained and learning. Lay the arch down and little ones can sit and interact with the three modes on the activity panel. Explore first words, numbers, shapes, colors, animals, Spanish, music and more. Raise the arch up and kids can crawl under it to pull on the hanging leaves or stand and play with the colorful animals. The giraffe, lion and zebra introduce the ABCs and 123s while playing catchy safari-themed songs. Press the light-up piano keys to make music and discover shapes and colors. Children will also love dropping the balls through the monkey's tail and watch as they roll down the ramp, through the trees and back to them. Grow and learn on a safari adventure! Ages 6+ months.

**Go-with-Me ABC Backpack™:** Pack your bag for a learning adventure with Mr. Pencil and the Go-with-Me ABC Backpack. This one of a kind toy is a backpack, puzzle and writing and drawing board, all in one! Interact with the alphabet by inserting the 26 letter pieces into the puzzle spots to see the letters on the LCD screen, hear the letter name, an animal that begins with that letter and more. The screen also introduces letter writing step-by-step with Mr. Pencil. Kids can watch the letter strokes as they appear on the screen, then follow along by writing on the drawing board. In drawing mode, kids can follow the instructions to turn the letters into animals that begin with that letter. Explore seven different activities and learn about letter names and sounds, writing, reading skills, drawing and animals. The backpack holds all the pieces inside for convenient storage and learning fun on the go. Draw and learn with Mr. Pencil! Ages 3+ years.

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### **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).

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