



LeapFrog® Introduces New Engaging Content for LeapStart™ Learning System, Available Now

Interactive Learning System Adds Acclaimed Learn to Read Series, Kids' Favorite Characters and an Improved Ergonomic Stylus

CHICAGO, August 7, 2017 /PRNewswire/ Today LeapFrog® Enterprises, Inc. announced the availability of its updated LeapStart™ Learning System, offering key enhancements to the successful, interactive learning system. 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. Engaging new content featuring popular children's characters, the availability of LeapFrog's acclaimed Learn to Read series and a newly designed adaptable stylus give children the tools they need to build tomorrow's skills today.

"Parents know they can trust LeapFrog to provide the educational tools to help their children grow," said William To, President, VTech Electronics North America. "We are excited about the updates we've made and new books available for the LeapStart Learning System that will further aid children in embracing their learning potential."

The magic behind the updated LeapStart system is a stylus that reads invisible dots on every page, triggering engaging questions, challenges, songs, jokes and more to teach school and life skills. The new ergonomic grow-with-me stylus was created to be comfortable for kids of all ages and promote proper writing grip. The LeapStart library features touch-and-talk games, creative challenges, problem-solving puzzles, math mazes and more for two to seven 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. Each book seamlessly blends fun with skills from problem solving to learning to read that are important to a child's development for a comprehensive introduction to key concepts. The LeapStart library of more than 25 books (sold separately) covers a variety of preschool through first grade subjects, with a total of 400 activities that help kids build tomorrow's skills today.

Building upon 20 years of experience with teaching children to read, the LeapStart library also includes LeapFrog's acclaimed Learn to Read series, helping to build reading confidence and encouraging a love of reading in four to seven year olds. Featuring brand new stories and art, the series contains two book sets – the first focusing on early reading skills such as short and long vowels and the second focusing on advanced reading skills such as vowel teams and consonant blends. 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.

“Building reading confidence in children is especially important, as it’s integral to their academic growth,” said Dr. Clement Chau, Director of Learning for LeapFrog. “Learn to Read Volume 1 is a great starting place to familiarize early readers with words they’ll need to know and will find in the classroom while Volume 2 will continue to build children’s reading confidence and encourage a love of reading that will last far beyond when they’ve outgrown the books.”

Further expanding the LeapStart library are new activity books that bring learning to life with kids’ favorite characters. 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 seven, “*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.

The LeapStart Learning System retails for \$39.99 and is available now at retailers nationwide. Visit www.leapfrog.com/leapstart for more information. Additional details about the Learn to Read book sets, which retail for \$24.99 each, can be found at www.leapfrog.com/learntoreadsets.

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.

Media Contact:

Nicole Centinaro

Coyne Public Relations

973-588-2000

ncentinaro@coynepr.com

