



LeapFrog® Tops Holiday Toy Lists with More Than 60 Industry Awards

LeapFrog Infant, Preschool and Tablet Products Honored

CHICAGO, November 21, 2017 /PRNewswire/ Today LeapFrog® Enterprises, Inc., the leader in innovative learning toys for children, announced its toys received more than 60 awards from esteemed toy and parenting industry experts, toy advisory boards and retailers for the holiday season. The Scoop & Learn Ice Cream Cart™ impressively accumulated more than a dozen awards while the Epic™ Academy Edition and the company's new subscription-based learning program, LeapFrog Academy™, also received multiple awards. Additional standouts include LeapStart™, LeapPad™ Ultimate, Step & Learn Scout™ and the 2-in-1 LeapTop Touch™.

"We're thrilled with the reception our new LeapFrog toys have been receiving, especially our Scoop & Learn Ice Cream Cart and Epic Academy Edition," said William To, President, VTech Electronics North America. "With so many new toys on the shelves this holiday season, it's an honor that our toys have been recognized by these trusted organizations and respected experts."

LeapFrog toys were named to several of the toy industry's most sought-after lists, including TTPM's "Most Wanted" and *The Toy Insider's* "Hot 20" and "Top Tech 12." Awards and distinguishing honors were received from *Parents Magazine* Best Toys of the Year, *Good Housekeeping* Best Toy Awards, Oppenheim Toy Portfolio, National Parenting Product Awards (NAPPA), Tillywig Toy & Media Awards, PAL Awards, Dr. Toy, The National Parenting Center, Mom's Choice Awards, Parents' Choice Awards, Hot Diggity Awards, *Baby Maternity Magazine* Awards and *Creative Child Magazine* Awards. LeapFrog was also included on the Amazon Holiday Toy List.

Additional details about LeapFrog's award-winning products can be found at www.leapfrog.com. The complete list of LeapFrog's awards to date includes:

Scoop & Learn Ice Cream Cart™

- Toy Insider "Hot 20"
- TTPM Most Wanted, Educational Category
- *Creative Child Magazine* Award
- Dr. Toy's 100 Best Children's Products Award Winner
- *Good Housekeeping*: Best Toy Awards
- Hot Diggity Awards Winner
- Mom's Choice Awards: Toys, Games & Puzzles, Gold Award
- National Parenting Product Awards (NAPPA) Winner
- PAL Awards Fall Winner
- PAL Top 10 Toys: Preschool
- *Parents Magazine*: Best Toys of the Year
- The National Parenting Center Seal of Approval
- Tillywig Brain Child Award

Stack & Tumble Elephant™

- Baby Maternity Magazine Award
- Hot Diggity Awards Winner

2-in-1 LeapTop Touch™

- *Creative Child Magazine* Award
- Oppenheim Toy Portfolio Gold Award
- PAL Top 10 Books and Media
- Tillywig Parents' Favorite Products Award

Tad's Get Ready for School Book™

- *Creative Child Magazine* Award
- National Parenting Product Awards (NAPPA) Winner
- PAL Awards Fall Winner
- PAL Top 10 Books and Media
- Parents' Choice Recommended Award
- Tillywig Brain Child Award

Step & Learn Scout™

- *Creative Child Magazine* Award
- PAL Awards Fall Winner
- PAL Top 10 Toys: Toddler
- Tillywig Brain Child Award

Mr. Pencil's Scribble & Write™

- Amazon Holiday Toy List: Top 100
- *Creative Child Magazine* Award
- Oppenheim Toy Portfolio Gold Award
- Tillywig Brain Child Award

Sing & Snuggle Scout™ / Sing & Snuggle Violet™

- *Creative Child Magazine* Award
- Tillywig Brain Child Award

Epic™ Academy Edition

- Toy Insider "Tech 12"
- TTPM Most Wanted, Educational Category
- *Creative Child Magazine* Award
- Hot Diggity Awards Winner
- Mom's Choice Awards: Toys, Games & Puzzles, Gold Award
- National Parenting Product Awards (NAPPA) Winner
- Parents' Choice Silver Award
- The National Parenting Center Seal of Approval
- Tillywig Brain Child Award

LeapFrog Academy™

- *Creative Child Magazine* Award
- Dr. Toy's 100 Best Children's Products Award Winner
- Mom's Choice Awards: Apps & Software, Gold Award
- National Parenting Product Awards (NAPPA) Winner
- PAL Awards Fall Winner
- PAL Top 10 Books and Media
- Parents' Choice Recommended Award
- The National Parenting Center Seal of Approval
- Tillywig Brain Child Award

LeapPad™ Ultimate

- *Creative Child Magazine* Award
- Mom's Choice Awards: Toys, Games & Puzzles, Gold Award
- National Parenting Product Awards (NAPPA) Winner
- Oppenheim Toy Portfolio Gold Award
- Parents' Choice Recommended Award
- The National Parenting Center Seal of Approval
- Tillywig Brain Child Award

LeapStart™

- *Creative Child Magazine* Award
- Dr. Toy's 100 Best Children's Products Award Winner
- National Parenting Product Awards (NAPPA) Winner
- Oppenheim Toy Portfolio Gold Award
- PAL Awards Fall Winner
- PAL Top 10 Games: School Age

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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 groundbreaking 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.

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