



## **VTech® and LeapFrog® Decorated with More Than 50 Awards for Top Holiday Toys**

*Multiple Lines Acknowledged by Trusted Parenting Websites, Esteemed Industry Award Programs and Retailers*

CHICAGO, December 11, 2018 /PRNewswire/ Today VTech® and LeapFrog® announced their holiday toys have received more than 50 awards from respected parenting websites, toy industry experts, toy advisory boards and retailers. VTech's Kidi Star Karaoke Machine™ was honored with multiple awards, along with toys from its Go! Go! Smart Wheels®, baby, infant, toddler and preschool lines. LeapFrog's LeapStart® 3D and Learning Friends 100 Words Book™ were standouts among additional award-winning toys from the LeapStart, infant and preschool lines.

"It's exciting that so many of our VTech and LeapFrog toys are topping not only children's wish lists, but also hot holiday toy lists," said Andy Keimach, President, VTech Electronics North America. "Our hope is that all of our toys bring hours of smiles and playtime this holiday season and throughout the year!"

Additional details about VTech and LeapFrog's award-winning products can be found at [www.vtechkids.com](http://www.vtechkids.com) and [www.leapfrog.com](http://www.leapfrog.com). The complete list of award wins to date includes:

### **VTech**

#### **Kidi Star Karaoke Machine™**

- Oppenheim Toy Portfolio Gold Seal Award
- National Parenting Product Awards (NAPPA) Winner
- Mom's Choice Awards: Toys, Games & Puzzles, Gold Award
- Romper's Toy Box
- Amazon's Top 100 Toys

#### **Touch & Discover Sensory Turtle™**

- The Goddard School Preschooler-Approved Toy Test Winner
- PAL Awards Fall Winner
- PAL Top 10 Toys: Infant
- National Parenting Product Awards (NAPPA) Winner
- Fatherly's Best New Toys

#### **Go! Go! Smart Wheels® Launch & Chase Police Tower™**

- *Good Housekeeping Magazine* Best Toy Award
- PAL Awards Fall Winner
- PAL Top 10 Toys: Toddler
- National Parenting Product Awards (NAPPA) Winner

#### **Stroll & Discover Activity Walker™**

- Oppenheim Toy Portfolio Gold Seal Award
- Parents' Choice Approved Award
- Mom's Choice Awards: Toys, Games & Puzzles, Gold Award

### **Go! Go! Smart Wheels® Mickey Mouse Magical Wonderland**

- Toy Insider “Hot 20”
- National Parenting Product Awards (NAPPA) Winner

### **DigiArt Color By Lights™**

- TTPM Most Wanted

### **Starshine the Bright Lights Unicorn™**

- Romper’s Toy Box

### **Explore & Write Activity Desk™**

- Walmart’s Top Rated by Kids

### **KidiBuzz™**

- National Parenting Product Awards (NAPPA) Winner

### **LeapFrog**

#### **Learning Friends 100 Words Book™**

- *Parents Magazine* Best Toys of 2018
- Oppenheim Toy Portfolio Gold Seal Award
- The National Parenting Center Seal of Approval
- The Goddard School Preschooler-Approved Toy Test Winner
- PAL Awards Fall Winner
- PAL Top 10 Books and Media
- National Parenting Product Awards (NAPPA) Winner
- Parents' Choice Recommended Award
- Academics' Choice Smart Book Award
- Mom’s Choice Awards: Toys, Games & Puzzles, Gold Award
- Romper’s Toy Box

#### **LeapStart® 3D Learning System**

- TTPM Most Wanted
- The National Parenting Center Seal of Approval
- PAL Awards Fall Winner
- PAL Top 10 Books and Media
- National Parenting Product Awards (NAPPA) Winner
- This Week In Consumer Electronics (TWICE) VIP Award: Toy Category
- Academics' Choice Smart Book Award
- Mom’s Choice Awards: Toys, Games & Puzzles, Gold Award

#### **Go-with-Me ABC Backpack™**

- Oppenheim Toy Portfolio Gold Seal Award
- Oppenheim Toy Portfolio SNAP Award
- PAL Awards Fall Winner
- PAL Top 10 Books and Media
- National Parenting Product Awards (NAPPA) Winner
- Mom’s Choice Awards: Toys, Games & Puzzles, Gold Award

### Scout's Get Up & Go Walker™

- The National Parenting Center Seal of Approval
- Parents' Choice Approved Award

### Safari Learning Station™

- Toy Insider “Hot 20”

### LeapStart® 3D Disney Princess Shine with Vocabulary

- National Parenting Product Awards (NAPPA) Winner

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### **About VTech®**

VTech is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 31 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit [www.VTechKids.com](http://www.VTechKids.com), [www.facebook.com/VTechToys](https://www.facebook.com/VTechToys) on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

### **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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