

LeapFrog® LeapStart™ Earns Spot on TTPM Most Wanted Holiday Toys List

LeapStart's Interactive Learning System and Library of Activity Books was Named one of the Holiday Seasons "Most Wanted" Educational Products by TTPM



EMERYVILLE, Calif., Oct. 11, 2016 /PRNewswire/ -- LeapFrog Enterprises, Inc., the leader in innovative learning solutions for children, today announced that LeapStart™ was named to TTPM's 2016 Holiday Most Wanted List in the Education category. This list is an independently tested and curated list of the most in-demand toys and kids lifestyle products for the holidays.

"We like the combination of school and life skills throughout the LeapStart library, and that each is presented in a fun, engaging, and kid-appropriate way," said Laurie Leahey, Senior Editor for TTPM.



LeapFrog LeapStart(TM) Junior

The LeapStart interactive learning system includes two platforms, one for Preschool & Pre-Kindergarten and one for Kindergarten & 1st Grade. Jam-packed with school and life skills for curious 2-7 year olds, the LeapStart activity books work on both systems and are designed to help build key skills and challenge kids to get ready for their next step in learning. The system works with a library of re-playable activity books that get kids excited about concepts such as reading comprehension and communication, phonics and problem solving, STEM (Science Technology Engineering & Math) and social skills, and more.

"We are honored to be acknowledged as one of the most wanted educational toys of the year by one of the industry's most respectable institutions," said William To, President at VTech Electronics North America, L.L.C. "LeapFrog is committed to advancing the way children learn and develop and helping children achieve their potential through

innovative and engaging learning experiences. This recognition demonstrates our dedication to early child development and education as well the core 21st century learning skills."

LeapStart Preschool & Pre-Kindergarten system (MSRP \$39.99, ages 2-4) and LeapStart Kindergarten & 1st Grade system (MSRP\$39.99, ages 5-7) as well as the 16 LeapStart Activity books (MSRP \$12.99 each, ages 2-7) are available online and in major retail locations across the U.S.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative solutions that encourage a child's curiosity and love of learning throughout their early developmental journey. For 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. 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 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.

About TTPM

TTPM® is a leading product review site and retail portal for toys, tots, pets and more. With more than 10 million monthly views of its comprehensive video reviews, TTPM is the number one resource for consumers seeking to find and easily buy the best toys, baby gear, pet toys, kids electronics, and sporting goods for their families. The site's expert team creates more than 5,000 independent reviews annually, each featuring the TTPM Price Check, which lists live price comparisons and one click purchasing from major retailers. For mobile users, the free TTPM app delivers the site's full reviews as well as its proprietary price comparison tool. The TTPM app is the #1 rated app in Apple App in its category.

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