



Media Contact
Nicole Centinaro
Coyne Public Relations
973-588-2000
ncentinaro@coynepr.com



VTECH® FUELS GIRLS’ IMAGINATIONS LIKE NEVER BEFORE WITH NEW FLIPSIES™ LINE

Technology and Innovation Bring a Unique Play Experience to the Toy Aisle

(NEW YORK) – February 14, 2015 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, is known for bringing technology and innovation to the toy aisle. With the introduction of Flipsies™, VTech combines interactive role play with traditional collectible dolls and playsets for a truly innovative play experience for girls. Flipsies encourages girls to dream big and offers endless ways to play with unique features such as 2-in-1 play, lights, sounds, music and interactive components that not only strengthen the play experience, but capture a child’s imagination. Flipsies is on display at the 2015 North American International Toy Fair®.

“Our new Flipsies line has been developed and refined through years of research,” said William To, President, VTech Electronics North America. “We identified a significant opportunity to inject innovation into the girls’ toy aisle like never before, and we believe we’ve succeeded in delivering a unique product range that not only offers a variety of fresh ways to play, but inspires girls to dream to be anything they want to be. Plus, with a positive, aspirational message, the early read from parents and girls alike has been overwhelmingly enthusiastic.”

Developed for young girls who have big aspirations, Flipsies dolls and playsets offer an exceptional interactive experience beyond traditional role play. Eight introductory themes encourage girls to dream to be anything they want to be, whether it’s a doctor, marine biologist, teacher or even a princess. Transformation features and electronic interactions between the characters and playsets enhance the play value and allow girls to imagine living out their dreams. Every Flipsies doll and playset offers both real world and dream world modes, with interactive technology that elicits unique phrases from the Flipsies dolls to stimulate fun, imaginative role play. Each Flipsies doll includes two outfits and two wigs, plus other accessories to help her dream become a reality.

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Anchored by Sandy's House & Ocean Cruiser, a beautiful 2-in-1 interactive house that magically transforms into a luxury ocean cruiser, the introductory product line features 18 offerings. The Flipsies line introduces children to a group of giggly and glamorous girls – the Flipsies – from the sunny town of Charmingdale. Each Flipsies doll wears a special charm with special powers, flipping their dreams into reality. The new range features eight Flipsies friends, including:

- **Clementine:** Clementine is a social, generous, thoughtful little girl who loves making friends, entertaining and having parties for her pals. She thinks friendship is the perfect recipe for fun and she dreams of being a baker. Her playsets include a cake, ice cream cart and bakery.
- **Carina:** Carina is patient, optimistic, smart, passionate and ambitious. She enjoys playing golf but also dreams of being a doctor because she loves to help others. She comes with fun accessories like a doctor's lab coat and doctor's scrubs.
- **Sandy:** Sandy loves to make a splash everywhere she goes. She loves all water activities, including swimming, diving, surfing, boating, scuba diving and jet skiing. Her positive, athletic, energetic, adventurous and courageous personality helps her live out her dream of being a marine biologist.
- **Styla:** Fashionable, sensitive, sassy and creative, Styla loves doing DIY projects, sewing, making jewelry, shopping and making over her friends. She dreams of becoming a fashion designer and her sewing station, salon and fashion boutique playsets help her attain her goal.
- **Grace:** Grace is a kind, classy, perky, free-spirited girl who loves to dance, garden, write in her diary and help others. She dreams of being a princess with playsets including a throne and carriage.
- **Jazz:** Jazz was born to perform with an interest in singing, traveling, entertaining friends and playing all kinds of instruments. She dreams of being a rock star and her talkative, strong, funny and confident personality help her achieve that dream.
- **Lexi:** Outgoing, enthusiastic, caring and organized, Lexi thinks you can learn something new every day. She enjoys reading, learning and playing sports, especially gymnastics, and dreams of being a teacher.

- **Eva:** This pet lover is caring, optimistic, courteous, thoughtful and loyal, and dreams of being a veterinarian. Eva's interests include pet-sitting, being outdoors, having a picnic with friends and being around all kinds of animals.

The Flipsies dolls and playsets will be available in the fall.

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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, almost 35 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 such as the InnoTab® MAX, VTech's first children's tablet with Android™ learning content, Kidizoom® Smartwatch, the first smartwatch for kids with a built-in camera, InnoTab® 3S, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge®, VTech's comprehensive app store, features a robust library of more than 800 educational and entertaining games, e-Books, music and videos with engaging age-appropriate content across the widest variety of curricula, with content expanding to offer even more titles. The company also has a broad range of award-winning infant and preschool products available in 24 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, the company's Expert Panel, with esteemed experts in reading, language arts, science, math, and child development, consult on new product introductions and Learning Lodge content.

VTech Electronics North America, LLC is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally. VTech is the global leader in electronic learning products from infancy to preschool.

For more information on VTech's additional product lines, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow @VTechToys on Twitter.

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