



Media Contact

Nicole Centinaro
Coyne Public Relations
973-588-2000

ncentinaro@coynepr.com



**VTECH® GOES WILD WITH EXPANSION OF AWARD-WINNING
GO! GO! SMART WHEELS® LINE**

Go! Go! Smart Animals™ Combine Traditional Play with Modern Technology

(NEW YORK) – February 18, 2014 – VTech® (www.vtechkids.com), a world leader in age-appropriate and developmental stage-based electronic learning products for children, is expanding its best-selling and acclaimed Go! Go! Smart Wheels® product range with an assortment of 14 new playsets and vehicles, plus a storage case. The product line is also “going wild” with an entirely new extension - Go! Go! Smart Animals™. Both product lines are on display at the 2014 American International Toy Fair.

“The response to Go! Go! Smart Wheels exceeded our expectations, and we’re thrilled to expand the brand,” said William To, President of VTech Electronics North America. “The new range of products allows VTech to reach an even broader audience and furthers our commitment to developing innovative products that make cause-and-effect learning fun for kids. As always, everything we do ladders back to our legacy in learning.”

The successful launch of Go! Go! Smart Wheels led to five industry awards in 2013 and paved the way to expand the sought-after line. Go! Go! Smart Wheels – and now Go! Go! Smart Animals – capture the best of both worlds: traditional role-play infused with modern technology, for an engaging, multi-sensory learning experience. Each playset features SmartPoint™ locations that can be recognized by every SmartPoint vehicle and animal in the lines. As a vehicle or animal is rolled over a playset’s various SmartPoints, it will flash and play greetings, fun sounds, short tunes and sing-along songs.

New introductions to the Go! Go! Smart Wheels and Go! Go! Smart Animals lines include:

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Go! Go! Smart Animals™ Zoo Explorers Playset™: Playtime goes wild with learning at the Go! Go! Smart Animals Zoo Explorers Playset! Go on a tour of the zoo with the SmartPoint rhino as he responds to the zoo's seven SmartPoint locations with different phrases, music and fun sounds. Children can strengthen their motor skills with eight manipulative features including a turning gate, spinning water tank and sliding elevator. The colorful tracks can be reconfigured or connected to other Go! Go! Smart Animals or Go! Go! Smart Wheels playsets (each sold separately) to encourage children's creativity. The zoo also features an electronic entrance that teaches animal names, animal traits, letters, colors and plays music. Ages 1-5 years, MSRP: \$39.99.



Go! Go! Smart Animals™ Forest Adventure Playset™: Go on an adventure with the Go! Go! Smart Animals Forest Adventure Playset. Children can explore the forest with the included SmartPoint bear as he plays with animal friends and responds to SmartPoint locations with different phrases, music or fun sound effects. The forest includes two SmartPoint locations and four manipulative features including a turning disc, gate, sliding squirrel and twisting butterfly. The colorful playset can be connected to other Go! Go! Smart Animals or Go! Go! Smart Wheels playsets (each sold separately) to encourage children's creativity. Ages 1-5 years, MSRP: \$14.99.



Go! Go! Smart Animals™ Tree House Hideaway Playset™: High up in the trees, explore the Go! Go! Smart Animals Tree House Hideaway Playset. Learn about animals, play sing-along songs and more with the included SmartPoint panda or other SmartPoint animals (sold separately). Crank the basket elevator to the top of the playset, play on the swing or lift the ramp and watch the panda ride the slide to the bottom. The Tree House Hideaway Playset includes five SmartPoint locations and six manipulative features including a shape sorter that develops hand/eye coordination. The colorful tracks can be connected to other Go! Go! Smart Animals or Go! Go! Smart Wheels playsets (each sold separately) to encourage children's creativity. Ages 1-5 years, MSRP: \$29.99.



Go! Go! Smart Animals™ Assortment: Adorable new Go! Go! Smart Animals send children on a wild learning adventure. Perfectly sized for little hands, these electronic animals feature a light-up button that plays fun animal sounds, three sing-along songs and teaches letters and animal names. New animals include monkey, tiger, lion, hippo, giraffe, elephant, zebra and alligator. Each animal works with SmartPoint locations on Go! Go! Smart Animals and Go! Go! Smart Wheels playsets (each sold separately). Ages 1-5 years, MSRP: \$7.99 each.



Go! Go! Smart Animals™ Deluxe Track Set: Expand the Go! Go! Smart Animals world with the Go! Go! Smart Animals Deluxe Track Set! Connect 25 interchangeable toy track pieces to build a cool track or combine them with other Go! Go! Smart Animals playsets. Children can walk their Go! Go! Smart Animals SmartPoint animals (sold separately) around the track or put them on the swing as they respond to four SmartPoint locations with music, sounds and fun phrases. The track set also connects with Go! Go! Smart Wheels playsets for even more fun! It's playtime that goes wild with learning! Ages 1-5 years, MSRP: \$13.99.



Go! Go! Smart Wheels® Ultimate Amaze-ment Park Playset™: Race through three AMAZING features in the Go! Go! Smart Wheels Ultimate Amaze-ment Park Playset! Place the race car at the top of the tower, pull the flag and watch as it races through the 360 degree loop, spiral or ramp. Drive the included SmartPoint race car over the eight SmartPoint locations to hear fun music and sounds. The Ultimate Amaze-ment Park can be connected to other Go! Go! Smart Wheels playsets (sold separately) to encourage creative play. It's playtime with miles of learning fun! Ages 1-5 years, MSRP: \$59.99.



Go! Go! Smart Wheels® Fire Command Rescue Center™: Kids can put out fires and save lives with the Go! Go! Smart Wheels Fire Command Rescue Center. Load the small SmartPoint fire truck onto the big fire truck and raise the ladder to the top of the building to launch the small fire truck down the ramp. The Fire Command Rescue Center has a variety of manipulative features that strengthen fine motor skills and teach the concept of cause and effect. The included small fire truck and other SmartPoint vehicles (sold separately) respond to six SmartPoint locations with fun phrases, music and more. Reconfigure and connect to other Go! Go! Smart Wheels or Go! Go! Smart Animals playsets (sold separately) to encourage children's creativity. It's playtime with miles of learning! Ages 1-5 years, MSRP: \$29.99.



Go! Go! Smart Wheels® Spinning Spiral Tower Playset™: Take a spin around the Go! Go! Smart Wheels Spinning Spiral Tower Playset! Drive the included SmartPoint van to the top of the tower and then send it down one of two ways. The gas station and car wash role play features encourage imaginative play. Manipulative features such as the roller, flip-up sign and turning gate strengthen fine motor skills. SmartPoint vehicles (sold separately) respond to six SmartPoint locations with fun phrases, music and more. Connect to other Go! Go! Smart Wheels or Go! Go! Smart Animals playsets (sold separately) to encourage children's creativity. It's playtime with miles of learning! Ages 1-5 years, MSRP: \$29.99.



Go! Go! Smart Wheels® Police Station Playset™: Protect and serve with the Go! Go! Smart Wheels Police Station Playset! Press the alarm button and launch the police car down the ramp to respond to the 911 call. Speed quickly around the spinning disc in a high-speed chase then put the criminal behind bars. Use the elevator to move the car to the top of the Police Station and do it all over again! The included police car and other SmartPoint vehicles (sold separately) respond to six SmartPoint locations with fun phrases, music and more. The Police Station Playset includes a variety of manipulative features that strengthen fine motor skills and teach the concept of cause and effect. Connect to other Go! Go! Smart Wheels or Go! Go! Smart Animals playsets (sold separately) to encourage children's creativity. It's playtime with miles of learning! Ages 1-5 years, MSRP: \$29.99.



Go! Go! Smart Wheels® Launch & Go Storage Case™: With the Launch & Go Storage Case, children can store up to eight Go! Go! Smart Wheels vehicles in the tire-shaped case and take them anywhere with the easy-to-grip handle (excludes trains and deluxe vehicles). Open the case to rotate the launcher and line it up behind a vehicle. Press the button and watch it zoom out of the case. The Launch & Go Storage Case features eight SmartPoint locations that SmartPoint vehicles (sold separately) respond to with different phrases, music or fun sound effects. Case includes one non-electronic race car. Ages 1-5 years, MSRP: \$19.99.



Go! Go! Smart Wheels® Vehicles: Children can cruise into the learning zone with new Go! Go! Smart Wheels vehicles. These electronic play vehicles are perfectly sized for little hands and entertain children with a light-up button that activates music and sounds. Little ones will also learn about different letters and vehicle names through pretend play. A new ATV, convertible, bulldozer, airplane and dump truck join a line-up that includes a car, van, truck, ambulance, fire truck, police car, tow truck, helicopter, cement mixer, tractor and two race cars. Ages 1-5 years, MSRP: \$7.99 each.



Go! Go! Smart Wheels® Carry-all Cargo Train™: Little conductors will chug into learning with the Go! Go! Smart Wheels Carry-All Cargo Train. Perfectly-sized for little hands, the train engine and cargo cars easily connect. Children can ride the rails while learning the letter “T” and the name of the vehicle through pretend play. The train responds to SmartPoint locations with different sing-along songs, melodies, sounds and phrases. The interactive Carry-All Cargo Train also includes its own SmartPoint location and two cargo cars with a block stack and rotating coal for role-play fun. Works with Go! Go! Smart Wheels and Go! Go! Smart Animals playsets (each sold separately). Ages 1-5 years, MSRP: \$12.99.



Go! Go! Smart Wheels® Convertible & Camper: Cruise towards adventure and learning with the Go! Go! Smart Wheels Convertible & Camper. Perfectly-sized for little hands, the convertible and camper easily connect for role play fun! Children can go on a road trip while learning the letter “C” and the name of the vehicle through pretend play. The convertible responds to SmartPoint locations with different sing-along songs, melodies, sounds and phrases. Works with Go! Go! Smart Wheels and Go! Go! Smart Animals playsets (each sold separately). Ages 1-5 years, MSRP: \$10.99.



Go! Go! Smart Wheels® Tractor & Trailer: Perfectly sized for little hands, the light-up driver button activates playful music and sounds on the Go! Go! Smart Wheels Tractor & Trailer. Kids can pretend to take care of the chores with this farm equipment toy while learning about the letter “T” and more! Haul the hay and hear the toy tractor respond to various SmartPoint locations with different phrases and sound effects. The Tractor & Trailer is a barn full of fun! Works with Go! Go! Smart Wheels and Go! Go! Smart Animals playsets (each sold separately). Ages 1-5 years, MSRP: \$10.99.



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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 award-winning products such as the InnoTab® 3S Wi-Fi Learning Tablet, one of the first children’s learning-based tablets with Wi-Fi, MobiGo®, V.Reader® and V.Smile®. The Learning Lodge™, VTech’s comprehensive app store, features a robust library of more than 650 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 Panel of Experts, 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 largest supplier of ELPs from infancy to preschool in the US and Western Europe.

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