



VTech® Go! Go! Smart Friends® Enchanted Princess Palace™ Selected as Top Holiday Toy by The Toy Insider™

Engaging Playset with Innovative MagicPoint® Technology Featured on The Toy Insider™'s Hot 20 List

CHICAGO, September 22, 2016 /PRNewswire/ Today VTech® announced its [Go! Go! Smart Friends® Enchanted Princess Palace™](#) was recognized as a hot holiday toy by The Toy Insider™, being named to its Hot 20 list of the most sought after toys of the season. Additionally, the Care for Me Learning Carrier™, Gallop & Rock Learning Pony™, Go! Go! Smart Wheels® Treasure Mountain Train Adventure™, Bizzy the Mix & Move Bot™, Sort & Discover Activity Cube™ and Touch & Learn Activity Desk™ Deluxe were chosen as part of The Toy Insider's 11th annual holiday gift guide.

"We're very excited that our Enchanted Princess Palace has been honored with a spot on this exclusive list and The Toy Insider considers it one of the most impressive toys on the market," said William To, President, VTech Electronics North America. "VTech strives to develop creative and innovative toys that allow children to learn through discovery, and this new theme is sure to inspire countless adventures, long after the holidays are over."

Go! Go! Smart Friends offers a comprehensive, multi-faceted play experience while delivering manipulative play features and charming details designed to captivate young children. The new princess-themed Enchanted Princess Palace expands to an impressive four feet wide and has a variety of luxurious rooms, including a ballroom, music room, kitchen, bedroom and observation tower. It features five MagicPoint® locations for children to interact with, boosting imaginative play while exploring cause-and-effect relationships. The palace also includes a tea set table with MagicChat™ technology, where Princess Darla can chat and sing with another character (sold separately), encouraging language development. The palace also has a clock with a movable hand and three light-up buttons that introduce words, colors, letters and numbers and play magical melodies and sing-along songs. Toddlers can create a whole kingdom featuring princesses, princes, fairies and magical creatures with Go! Go! Smart Friends characters and playsets.

"VTech makes our list year after year because they continue to develop innovative, imaginative toys that keep kids engaged," said Laurie Schacht, co-publisher and Chief Toy Officer, The Toy Insider. "This year is no different with the Go! Go! Smart Friends Enchanted Princess Palace. It offers unique, interactive features that parents and children will appreciate when looking for toys this holiday season."

The Enchanted Princess Palace is designed for children 1½ - 5 years old and retails for \$59.99. Additional information can be found at www.vtechkids.com/ggsfpalace.

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 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. 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. VTech was awarded a prestigious 2015 Toy of The Year (TOTY) Award for its Go! Go! Smart Animals® Zoo Explorers Playset™. 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.

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

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

About *The Toy Insider*

The Toy Insider is the go-to source for product information about children's toys, tech and entertainment. It publishes two annual gift guides—one for summer and one for holiday—and is a trusted online resource for parents all year long. Its content is produced by an editorial team with more than 75 years of combined experience covering the children's products industry. *The Toy Insider* is published by Adventure Publishing Group, publisher of leading trade publications *The Toy Book*, *The Toy Report*, *The Licensing Book* and *Total Licensing Report*. For more information, visit thetoyinsider.com.

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