



LeapFrog® Toys

The Scout Collection

Currently available exclusively at Toys “R” Us, available widely online June 14, on shelves July 19

Scout, the curious green puppy first brought to life in LeapFrog’s award-winning ClickStart® My First Computer, continues as the preschool child’s best learning friend. The Scout-themed learning toys make it fun for kids from six months to four years old to practice skills that will help prepare them for preschool. Best of all, the new Scout-themed toys are all on the LeapFrog Learning Path, a free online resource that gives parents insights into what skills their child explores during play.

My Pal Scout and My Pal Violet

Available August 2009 | Ages 6 months & up | MSRP \$19.99

The green My Pal Scout and purple My Pal Violet, for children six months and older, which introduce skills such as first words, daily routines and counting, are plush puppy friends that parents can personalize with their child’s name and favorite things (e.g. color, food). The pals can then incorporate the child’s name and favorite things into activities, songs and dialogue to engage the child in a truly personalized way. Parents can also create a customized playlist from an online database of 30 songs and lullabies that they can download via USB connection to the plushes, in addition to the five that come pre-loaded.



AlphaPet Explorer

Ages 2 years & up | MSRP \$19.99

Scout the puppy plays backyard guide to curious two-year-olds learning letter names and sounds in LeapFrog’s AlphaPet Explorer. A portable learning toy with four modes, the AlphaPet Explorer lets kids play at their own level—with Scout alongside to help. Toddlers will have fun exploring the phonics games and hearing fun songs, as they build preschool skills such as letter recognition and fine motor coordination.

Text & Learn

Ages 3 years & up | MSRP \$21.99

Busy three-year olds will love to “play” like their parents do, with LeapFrog’s Text & Learn, a just-for-kids learning PDA. Games that focus on letter recognition and QWERTY keyboard skills—with pal Scout right there to help—are only part of the fun with Text & Learn, which lets preschoolers exchange text messages with Scout, check Scout’s planner to see what his week en“tails,” and explore in a pretend browser mode. Other learning activities include letter matching and shape identification.



Scribble & Write

Ages 3 years & up | MSRP \$21.99

Scout is ready to jump in and offer three-year-olds “paws-on” early writing assistance with the new Scribble & Write. A handheld tablet that’s just the right size for anywhere play, Scribble & Write gives step-by-step guidance as children trace right over lit-up figures on the LED screen, practice drawing simple shapes and pictures, then graduate to writing upper- and lowercase letters. Fun learning games help reinforce letter recognition and pencil control skills.

(Continued)





New Toys for Holiday

Counting Candles Birthday Cake

Available December 2009 | Ages 12 months & up | MSRP \$15.99

Kids can celebrate their big day every day, with the Counting Candles Birthday Cake. Five candles light up one by one, and children can actually blow them out, just like on a real cake! Pressing the star button or the balloon button gets the party started, complete with songs about counting and growing up.

Instrumental tunes let kids lay their own lyrics on top of the music. And parents can connect to the online LeapFrog Learning Path for a personalized look at what their child is learning and playing.



Chat & Count

Available November 2009 | Ages 18 months & up | MSRP \$14.99

Puppy pal Scout is back, this time helping kids learn about numbers, counting and phone routines. Pushing the call button lets little ones trade calls and voicemails with Scout, and pressing any one of the ten number buttons activates a fun Scout animation about that number. Parents can connect to the online LeapFrog Learning Path for customized insights into what their child is learning during play.

Learn & Groove Collection

LeapFrog's Learn & Groove line offers interactive instruments that introduce numbers, letters, colors and shapes through music and song, in either English or Spanish. Borrowing from jazz, pop and rhythm & blues, the Learn & Groove toys give little ones a chance to learn with their eyes, ears and hands. For 2009, LeapFrog has added the Preschool Medley Microphone.

Learn & Groove Preschool Medley Microphone

Currently available | Ages 2 years & up | MSRP \$14.99

Kids can steal the show with this bilingual leaning microphone, as they sing along to four groovin' songs about animals, counting, manners and more. They can lay their own vocals on top of any of the songs in instrumental mode, too. Catchy songs get little bodies moving, while two language modes help develop vocabulary in English and Spanish. Parents can connect to the online LeapFrog Learning Path for customized learning insights and ideas to expand the learning.



Currently Available

Learn & Groove Musical Table | Ages 6 to 36 months | MSRP \$39.99

Learn & Groove Alphabet Drum | Ages 6 to 36 months | MSRP \$21.99

Learn & Groove Counting Maracas | Ages 6 to 36 months | MSRP \$14.99

Learn & Groove Animal Sounds Guitar | Ages 12 to 36 months | MSRP \$21.99



(Continued)





Fridge Collection

Currently available

Since the kitchen is the heart of the home, LeapFrog has created an array of magnetic learning toys that mount on the refrigerator for easy access and everyday play. Newly refreshed perennial favorites Fridge Phonics™ letter set and Fridge Farm™ play set are now joined by the Fridge Wash & Go™ set for lots of magnetic fun.

Fridge Phonics Magnetic Alphabet

Currently available | Ages 2 & up | MSRP \$21.99

Refreshed version featuring Scout available Fall 2009

The first step on the road to reading is learning to recognize letters and phonemes. LeapFrog's Fridge Phonics lets kids fit letters into the reader to hear their names and the sounds they make. Each letter sings its own song, and the whole set easily attaches to any magnetic surface. Updated look including Scout the green puppy will be available this Fall.



Fridge Words™ Magnetic Word Builder Ages 3 & up | MSRP \$24.99



With LeapFrog's Fridge Words kids can create more than 325 three-letter words with singing magnetic letters. Three modes of play—Letter Hunt, Word Builder, and Word Hunt—encourage little ones to learn letter names and sounds, spell three-letter words and replace letters to make rhyming words.

Fridge Farm Magnetic Animal Set | Ages 12 Months & up | MSRP \$15.99

The Fridge Farm tickles kids' funny bones while introducing them to animal names. If little ones match the head and tail of a cow into the slots on the barn door, they'll hear a cow song. If they match a duck head with a pig tail, they'll hear—a song about a duck-pig! More than 25 combinations offer lots of silly fun and chances to learn.



Fridge Wash & Go Magnetic Vehicle Set

Ages 12 months & up | MSRP \$15.99

Kids who love the Fridge Farm set are sure to get a kick out of matching—and mismatching—things that go. Five different vehicles in the Fridge Wash & Go set—a race car, a train, a fire engine, a boat and an airplane—offer more than 25 different combinations, along with fun facts about vehicles, practice with color names and automotive sound effects.

