

**LEAPFROG AWARDED FIVE GOLD SEALS
BY PRESTIGIOUS OPPENHEIM TOY PORTFOLIO**

FLY Pentop Computer, Leapster L-MAX Learning Game System, Learn-Around Playground, My First LeapPad learning system and Learning Connections Train Recognized

EMERYVILLE, Calif., August 16, 2005 - LeapFrog Enterprises, Inc. (NYSE: LF), a leading designer, developer and marketer of innovative, technology-based learning products, today announced that the FLY™ pentop computer, Leapster L-MAX™ learning game system, Learn-Around™ Playground, My First LeapPad® learning system and the Learning Connections™ Train are all recipients of the prestigious Gold Seal Award presented by the Oppenheim Toy Portfolio.

The Oppenheim Toy Portfolio is the only independent consumer review of children's media. The Gold Seal is awarded to outstanding new products that enhance the play lives of children. The products awarded were reviewed by a noted expert in child development, children's literature, and education, and further tested by the most objective panel of judges: kids. LeapFrog was the only company to receive five Gold Seal Awards in the Learning Category.

"We are thrilled to be honored by such an exceptional organization", said Kathryn Olson, chief marketing officer of LeapFrog Enterprises, Inc. "To have five of our products recognized by one of the leading authorities in toys is quite an accomplishment, and we will continue to develop products that meet the highest standards for both the educational and developmental needs of children."

"Our testers gave consistently high marks to these five award winning LeapFrog products. They were judged to be extremely innovative in design, engaging, and educational in a playful way", said Stephanie Oppenheim, publisher and co-founder of the Oppenheim Toy Portfolio.

The Oppenheim Toy Portfolio's Platinum Awards will be announced on September 28, 2005.

FLY pentop computer

The FLY pentop computer is a new leading edge computing platform designed to bring the power of computer interactivity to the most prolific and user-friendly interface of all – pen and paper. The FLY pentop computer is the first consumer electronics device that gives users real-time audio feedback as they write and draw on special FLY paper, making what they write come to life. For instance, a FLY pentop computer user can draw a calculator, touch the handwritten digits and functions to perform an operation, and hear the answer announced from the FLY pentop computer. A user can also draw a piano keyboard or drum set and play it. Ages: 8-13 years. MSRP: \$99.99.

Leapster L-MAX learning game system

The Leapster L-MAX learning game system combines handheld learning and TV screen learning to offer the ultimate in educational video gaming. As a handheld system, it encourages learning on the go. Connected to the TV the Leapster L-MAX learning game system extends play to a large screen to allow parents to share in their child's learning experience. Featuring the best in-depth tutorials and a supporting hint structure to guide children through reading, math or spelling concepts, the Leapster L-MAX learning game system is a smart way to support children in their individual learning process. Ages: Pre-K- 4th Grade. MSRP: \$99.99.

Learn-Around Playground

The Learn-Around Playground is an all-in-one activity center that links physical movements to learning connections as baby grows, from sitting and crawling to standing and cruising. It features 45 interactive touch points and a musical mode that lets baby compose and play using a symphony of sounds. Ages: 3-36 months. MSRP: \$59.99.

My First LeapPad learning system

With a fun new school bus shape and color, the My First LeapPad learning system is the complete way to prepare children for their first day of kindergarten. The My First LeapPad platform works with the entire library of My First LeapPad books to prepare children for the first day of school by introducing essential pre-reading and pre-writing skills. New this year, children can use the platform without books and explore letters and colors with the built-in interactive A to Z phonics game. Ages: 3-5 years. MSRP: \$29.99.

Learning Connections Train

The Learning Connections Train comes with five cars, an engine and three modes of play that provide an introduction to numbers, colors, animal names, animal sounds and music. By connecting the train cars in order, children begin reinforcing number/object correlation through fun counting songs. Ages: 9 months and up. MSRP:\$19.99.

About LeapFrog

LeapFrog Enterprises, Inc. is a leading designer, developer and marketer of innovative, technology-based learning products and related proprietary content, dedicated to making learning effective and engaging for all ages, at home and in schools, around the world. The company was founded in 1995 and is based in Emeryville, California. LeapFrog has developed a family of learning platforms that come to life with more than 100 interactive software titles, covering important subjects such as phonics, reading, writing, math, music, geography, social studies, spelling, vocabulary and science. In addition, the company has created more than 35 stand-alone educational products for children from birth to 16 years. LeapFrog's award-winning U.S. consumer products are available in six languages at major retailers in more than 25 countries around the world. The LeapFrog SchoolHouse-curriculum programs are currently in more than 80,000 classrooms across the U.S. with over 200 interactive books and over 450 skill cards representing more than 6,000 pages of educational content. LeapFrog SchoolHouse™ products have won numerous awards from the education industry, including the Golden Lamp Award and Distinguished Achievement Award from the Association of Educational Publishers, the Award of Excellence from Technology & Learning magazine and the Teacher's Choice Award from Learning magazine.

About Oppenheim Toy Portfolio

Oppenheim Toy Portfolio is the only independent guide to children's media, co-founded in 1989 by child development experts Joanne and Stephanie Oppenheim. Oppenheim Toy Portfolio Gold Seal Awards are given to outstanding new products that enhance the play lives of children. The Oppenheims are both Contributors to NBC's Today Show. More information about the Oppenheim Toy Portfolio can be found at <http://www.toyportfolio.com>.

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