

## **NEW LEARNING AND GAMING SOFTWARE MAKES THE GRADE FOR THE FLY PENTOP COMPUTER**

### **Algebra, Writing and Study Skills Take Learning to a Whole New Level – Sudoku, X Games, Fear Factor and Harry Potter Challenge Tween Gamers**

EMERYVILLE, California – February 9, 2006 – After being hailed as introducing one of the most innovative new learning products for 2005, LeapFrog Enterprises, Inc. (NYSE:LF) today announced an exciting new array of learning and gaming software for its one-of-a-kind FLY™ Pentop Computer platform. LeapFrog today unveiled three entirely new types of learning software designed to help kids master their own homework and expand their knowledge base: FLY Through™ Algebra, FLY Through™ Writing and FLY™ Memorizer. For game lovers, LeapFrog has added 10 FLY games with popular choices such as Sudoku, X Games, Fear Factor, Harry Potter and Hello Kitty.

“The FLY platform has opened up seemingly endless possibilities for learning in ways that were just not feasible before,” explained Sharon Delman, LeapFrog’s vice president of marketing. “LeapFrog is proud to break ground in this new arena by combining our legendary learning content and knowledge base with technology that delivers in a meaningful way for tweens. We know that tweens will not only enjoy the sense of mastery over their homework, but will appreciate the process of learning as well. With the FLY Pentop Computer, it’s useful and it’s fun too!”

#### **Learning the FLY Way**

The three new FLY learning products are part of a growing family of personalized homework systems. With **FLY Through Algebra**, it’s almost as though kids have a personal tutor at their side. Middle school students can write out their own single variable Algebra problems, solve factors, simplify an expression or inequality and learn how to solve them with step-by-step feedback. The product also includes an Algebra glossary, key terms study sheets and interactive graph paper.

**FLY Memorizer**, designed for sixth through eighth graders, takes on the most common facts and topics middle school students need to know for math, science and language arts. Using cool and effective quizzes and interactive flashcards, FLY Memorizer helps kids learn the facts and also includes four games to help kids master important study techniques and fine tune their general study habits.

The final learning product, **FLY Through Writing**, helps middle school students learn to succeed at writing. The product is a writer's toolkit that teaches kids how to structure their thoughts to facilitate successful and effective writing for school or fun. Many types of writing are covered in FLY Through Writing, including essays, stories, and poetry, and a thesaurus is included to make it easy to get suggestions for the best word choices.

### **FLY Gaming Challenges the Mind**

The new FLY gaming products consist of a wide variety of gaming software titles and quick-play games to keep tweens having fun and learning during their free time. New FLY gaming software titles include Sudoku: The Power of Nine, Totally Stumped! and the W.I.T.C.H Journal. LeapFrog has also added seven new quick-play games – Fear Factor, FLY Greetings, FLY Logic Games, Harry Potter Marauders Map, Hello Kitty Photo Album, Pirates of the Caribbean and X Games – all of which are easily activated by the FLY Pentop Computer using LeapFrog's FLY strip technology.

### **FLY Products: Pricing and Availability**

LeapFrog's newest learning platform, the FLY Pentop Computer, has been hailed by industry pundits for its unique technology, which transforms pen and paper into an interactive computer, and for its many creative and engaging learning applications that make it attractive to both technology-savvy tweens (age 8 – 14) and their parents.

The three new FLY learning products will be available for back-to-school at select retailers nationwide, including Wal-Mart, Target and Toys "R" Us. The suggested retail price will be \$29.99 to \$34.99 depending on the software title. The new FLY gaming products range in availability from now and throughout the year at select retailers nationwide and have a suggested retail price ranging from \$9.99 to \$29.99 depending on the title.

### **About LeapFrog**

LeapFrog Enterprises, Inc. (NYSE: LF) 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 100,000 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.

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