

LEAPFROG CREATES WORLD OF FUN PRESCHOOL LEARNING WITH NEW CLICKSTART MY FIRST COMPUTER

Clever, Interactive System Introduces Basic Computing and Early School Skills

Emeryville, CA—July 11, 2007—LeapFrog Enterprises, Inc., a leading developer of technology-based learning products, today launched ClickStart™ My First Computer. The new ClickStart is an interactive system designed for children ages 3-6 that turns any family TV into a kid-friendly computer experience that introduces important core preschool skills and basic computer functionality.

The innovative ClickStart system (MSRP \$59.99) features a cartridge console that plugs into the TV and a child-sized wireless keyboard and convertible mouse able to accommodate both right- and left-handed children. It looks and works like a grown-up desktop, allowing children to benefit from using a computer while sparing mom and dad's high-end equipment. ClickStart teaches important keyboard navigation, mousing, shapes and colors, counting, ABCs, phonics and simple math skills. Through leveled learning, children advance to more challenging lessons as they develop these core skills.

A recent study by the NPD Group, Kids and Consumer Electronics, found that kids are using consumer electronics at ever younger ages. The same study showed that 90 per cent of homes with kids ages 4-14 now own a desktop computer, and children ages 4-5 use a desktop computer an average of 2.7 days per week.

"Children today are surrounded by technology, and see family members constantly using a variety of electronics. It's natural that they want to mimic this behavior," said Nancy MacIntyre, executive vice president, product innovation and marketing at LeapFrog. "Parents told us that they wanted a safe, child-friendly tool that exposes their preschoolers to the computing experience. ClickStart delivers on the LeapFrog promise of innovative learning opportunities for children of all ages."

Shipping with ClickStart is a software library (MSRP \$19.99 each) featuring kids' favorite characters and original LeapFrog content to broaden the robust desktop experience. Titles include Dora the Explorer: Friends! Amigos!; Finding Nemo: Sea of Keys; Thomas & Friends: Learning Destinations; and Toy Story: To 100 & Beyond. These beloved characters, along with LeapFrog creations, present youngsters with a host of challenges and creative adventures: kids can draw animal habitats, explore the deep-sea underwater world, navigate an obstacle course and help repair a bridge, among other engaging game play.

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 a broad line of 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 35 countries around the world. LeapFrog SchoolHouse's multisensory products currently reach students in more than 100,000 classrooms across the United States. LeapFrog SchoolHouse is a business division of LeapFrog Enterprises, Inc.

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