

Emeryville, CA---September 5, 2007—The August 2, 2007, August 14, 2007 and September 5, 2007 recalls of Mattel products affected by lead-based paint do not affect the LeapFrog brand of products. The factories named by Mattel in relation to their recalls are not used in the LeapFrog supply chain.

The additional August 14, 2007 recall of Mattel Playsets with hazardous magnets also does not affect the LeapFrog brand of products.

LeapFrog conducts ongoing testing and auditing processes that exceed the industry's strict manufacturing requirements, and we remain committed to ensuring the application of product safety standards to maintain consumer trust and a solid safety track record.

LeapFrog is committed to, and we stand behind, the safety and quality of our educational products. We support the response and necessary actions that regulators and the global toy manufacturing community are taking to correct this matter and ensure that the industry's rigorous safety standards are being upheld.