

LEAPFROG'S INNOVATIVE BACK-TO-SCHOOL PRODUCTS HELP KIDS MAKE THE GRADE

Help Students Excel with the FLY Fusion™ Pentop Computer, ClickStart My First Computer™, Leapster® Software Library and WordLaunch™

Emeryville, Calif. – August 14, 2007 –Modern students rely on the latest technologies for learning support and homework guidance. The new back-to-school line-up from LeapFrog Enterprises, Inc., a leading developer of technology-based learning products, offers an array of age-specific learning tools to help students have fun excelling in and out of the classroom.

The latest LeapFrog must-haves for fall include the next-generation FLY Fusion™ Pentop Computer for middle and high school students, ClickStart™ My First Computer and WordLaunch™ for preschoolers, and engaging new software titles for the award-winning Leapster® family of learning systems.

“Parents want to send their kids back to school well-prepared and excited for the coming year,” said Chris Cocks, LeapFrog’s vice president of Educational Gaming and FLY. “LeapFrog is committed to offering interactive products that unlock the learning potential of every child. Our unique approach to learning both challenges students, and motivates them to continue learning.”

Finish Homework Fast with the FLY Fusion Pentop Computer

The FLY Fusion Pentop Computer is the ultimate high-speed homework system for middle and high school students combining the ease of writing with the power of computing. This next-generation FLY system uses the same sophisticated technology as its predecessor, and is enhanced by PC connectivity, four times the memory, an mp3 player, all new interface and an expandable Spanish translator. The FLY Fusion Pentop easily connects to a computer, allowing students to upload their handwritten notes for conversion to digital text or emails, and download homework-help and gaming applications onto their pentop.

The FLY Fusion software portfolio offers step-by-step help in challenging subject areas such as math, algebra, writing, and Spanish and French translation in addition to a host of fun apps like games and music creation. A sleek new design completes the package, making the FLY Fusion Pentop Computer an invaluable productivity tool for students facing the toughest years yet of their academic careers.

ClickStart My First Computer Puts Computing in Preschool Hands

Give your toddler a creative, fun, and engaging introduction to the world of technology with the ClickStart My First Computer. ClickStart is the first preschool learning system featuring a desktop

experience that looks and works like a grownup PC. The ClickStart platform turns any TV into a learning PC, simultaneously introducing core preschool and basic computer navigation skills within a safe, age-appropriate environment.

The ClickStart software library enhances the desktop experience and features kids' favorite characters, as well as LeapFrog original content. Titles include Dora the Explorer: Friends! Amigos!; Finding Nemo: Sea of Keys; Thomas & Friends: Learning Destinations; and Toy Story: To 100 & Beyond.

Learn Everywhere with New Leapster Titles

A perennial favorite is back in time for the first school bell of the year. The Leapster family of learning game systems provides kids ages 4-10 with game play and learning that automatically adapts to individual skill levels. Additionally, tailored tutorials ensure that kids are guided through skills to ensure learning every step of the way. This fall, the Leapster software library continues to grow with 12 new learning titles, bringing the total library to more than 40 titles.

New Leapster educational software includes Ratatouille; Pet Pals; Creature Create; Cars: Supercharged; Scholastic Clifford the Big Red Dog® Reading; Sonic X™; The Batman: Strength in Numbers; Disney Princess: Worlds of Enchantment; Foster's Home for Imaginary Friends; Go Diego Go! Animal Rescuer ; Scholastic Get Puzzled!; and SpongeBob SquarePants: Through the Wormhole.

WordLaunch Delivers a World of Reading Fun

WordLaunch, LeapFrog's new carnival-themed plug-and-play learn-to-read multimedia system, takes kids ages 4 and up on a learning adventure through animated games that offer fun rewards. Thirteen hands-on learning games help kids progress from sounding out letters to building and reading four-letter words with confidence.

The system recognizes 2,000 preschool and Kindergarten words, and actively helps children learn 300 common 3- and 4-letter words. WordLaunch automatically adjusts to each child's individual pace, then unlocks mini-games where players can build the ultimate roller coaster.

Pricing and Availability

The FLY Fusion Pentop Computer has a suggested retail price of \$79.99, while its array of downloadable and retail software applications has a suggested retail price of \$1.99 - \$29.99 each. The Leapster family of learning game systems has a suggested retail price of \$49.99 - \$89.99, and software titles have a suggested retail price of \$17.99 - \$29.99 each. WordLaunch

has a suggested retail price of \$39.99. ClickStart My First Computer has a suggested retail price of \$59.99, and software titles have a suggested retail price of \$19.99 each.

All LeapFrog products are available at select retailers nationwide, including Wal-Mart, Target, and Toys “R” Us, or online at www.leapfrog.com. FLY Fusion software applications are available in retail locations and via the FLY World™ download store at www.flyworld.com.

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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