



LEAPFROG EXPLORES FARAWAY GALAXIES AND NEW FRONTIERS WITH THREE EDUCATIONAL GAMES

***New LeapFrog Titles Based on STAR WARS: THE CLONE WARS™
and INDIANA JONES™ Now Available***

EMERYVILLE, California—August 5, 2008—LeapFrog Enterprises, Inc. (NYSE:LF), today announced two new educational game titles based on Lucasfilm's upcoming *Star Wars: The Clone Wars* and one game based on the summer blockbuster *Indiana Jones and the Kingdom of the Crystal Skull*. There are also plans for LeapFrog to develop two additional Star Wars learning games for 2009. All new games will



connect to the proprietary LeapFrog® Learning Path, a free online tool that will show parents what their child is learning with their LeapFrog products.

LeapFrog developed these educational games, based on the popular Lucasfilm storylines and characters, for its two new gaming platforms—the Leapster2 Learning Game System, for kids from four to eight, and the Didj Custom Gaming System, for children from six to ten years old. In a recent annual survey of more than 1,000

parents by ConsumerQuest for LeapFrog, 66% of parents of three- to 11-year-olds felt playing with educational video games gives their child an educational advantage. By offering a broad selection of age-appropriate educational titles, LeapFrog can better engage kids with a unique blend of learning and fun.

Strong Partnership Focused on Learning Fun

“LeapFrog was the obvious choice for us to work with when evaluating educational gaming options,” said Paul Southern, senior director of domestic licensing and marketing of Lucas Licensing. “With over a decade of learning leadership, we knew we could trust the LeapFrog team to match engaging educational content with our *Star Wars* and *Indiana Jones* franchises, so that kids could learn while having a blast.”

“Kids love *Star Wars* and *Indiana Jones*, so it was a natural step for us to partner with Lucasfilm on these beloved franchises,” said Nancy MacIntyre, LeapFrog’s executive vice president of product, innovation

and marketing. “The epic story lines, interesting characters and memorable settings provide us with intriguing opportunities to raise the bar on educational gaming.”

Two More Titles Underway

LeapFrog has extended its educational game development agreement with Lucas Licensing for the development of two additional 2009 educational game titles: one based on the classic *Star Wars* movie trilogy and another *Star Wars: The Clone Wars* title. These new learning games also will be designed for play on LeapFrog’s Leapster2 and Didj handhelds.

Pricing and Availability

The new Leapster2 game, *Star Wars: Jedi Math*, and the two new titles for Didj, *Star Wars: The Clone Wars* and *Indiana Jones and the Kingdom of the Crystal Skull*, are now available at www.leapfrog.com/gaming and at major retailers. The MSRP for the Leapster2 game is \$24.99, and the MSRP for each Didj title is \$29.99.

About LeapFrog

LeapFrog is a leading designer, developer and marketer of innovative, technology-based educational products that make learning fun. With more than 120 million educational platforms, books and games in homes worldwide, and multisensory technology in more than 100,000 US classrooms, the LeapFrog learning brand is trusted by parents, valued by teachers and loved by children. Many of LeapFrog’s newest learning products connect to the Internet, for rich, offline/online experiences that parents and children can personalize.

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