

TAG YOU'RE IT: LEAPFROG'S NEW READING SYSTEM IS NOW AVAILABLE

Next Generation Reading System on Shelves in Time for Summer Travel and Back-to-School

EMERYVILLE, California—June 10, 2008—When kids play tag this summer, they can do more than run around—they can have fun learning to read with the new Tag™ Reading System, the latest breakthrough product from LeapFrog Enterprises, Inc. (NYSE: LF), a leading developer of technology-based learning products. The Tag handheld was first unveiled at the exclusive DEMO 08 conference this past January and won the coveted DEMOgod™ award. LeapFrog today announced that the highly praised new reading system is now available at <http://www.leapfrog.com/tag>, and at major retailers beginning the second week in June.



The Tag Reading System is the first handheld learn-to-read technology that interacts directly with real books. Audio for the stories, as well as the fun-filled games and activities spread throughout the pages, offers early readers an entirely new and captivating reading experience. By simply touching the Tag reader anywhere on any page of a Tag-enabled book, children can bring their favorite stories to life, easily skipping from page to page or book to book.

“As a pioneer in electronic learning, LeapFrog is proud and uniquely qualified to announce delivery of the next big innovation in the learn-to-read category: the Tag Reading System,” said Nancy MacIntyre, LeapFrog's executive vice president of product, innovation and marketing. “The Tag handheld is a next generation learning product designed for a new generation of young readers. Since it comes from LeapFrog, parents can trust that it provides rigorous educational value and years of fun.”

Just in Time for Summer Learning

Perfect for on-the-go summer travel, children can grab the Tag handheld and be delighted and engaged with reading fun on planes, trains and automobiles—as well as at home. With back-to-school shopping just around the corner, the Tag Reading System will also make a great learning tool to help young readers from ages 4 to 8 get a jumpstart on school.

The Next Generation Learn-to-Read Product

LeapFrog first revolutionized the electronic learning category with the introduction of its award-winning LeapPad Learning System. With more than 30 million LeapPad units and 72 million interactive books sold worldwide, LeapFrog became known as a leader in the learning products space by parents and teachers

around the world. The company is reinventing the learn-to-read category with the Tag reader, which combines state-of-the-art optical positioning technology and next-generation, high-quality audio software, with LeapFrog School's proven methodology used in classrooms nationwide.

New Internet Connectivity: PC- and Mac-Compatible

In addition, using the new PC- and Mac-compatible LeapFrog® Connect Application, parents can download audio for each book in the Tag library, then manage content the way they manage MP3 or digital camera files. With 16 MB of on-board flash memory, the Tag reader can hold up to five books at a time. The new online connectivity also allows children to access fun online rewards for off-line play and learning.

Beginning at the end of this summer, Parents will have access to LeapFrog's proprietary Learning Path through the LeapFrog Connect Application. This free online tool at leapfrog.com interfaces with the Tag reader to show parents what books their child has interacted with, what their child is learning, and how their activities or games map back to the Scope and Sequence of educational skills that LeapFrog has always built into every product.

AVAILABILITY

The Tag Reading System is now available at <http://www.leapfrog.com/tag> and will be on shelves at major retailers starting the second week of June. The Tag system will launch with an extensive library of children's classic books, activity books and activity cards that will grow to 18 books by Holiday 2008. The library includes books from publishers HarperCollins, Penguin, Simon & Schuster, Scholastic and others to showcase beloved characters such as Fancy Nancy, Walter the Farting Dog, Olivia and Miss Spider.

The Tag Reading System has a MSRP of \$49.99; Tag Books and Activity Boards have a MSRP of \$13.99 each; and Tag Activity Cards have a MSRP of \$7.99 each.

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 School's multisensory products currently reach students in more than 100,000 classrooms across the United States. LeapFrog School is a business division of LeapFrog Enterprises, Inc.

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