



LEAPFROG SETS BENCHMARK FOR LEARNING PRODUCTS WITH NEW WEB-BASED PARENT RESOURCE

The LeapFrog Learning Path Allows Parents to Participate in Children's Educational Progress

EMERYVILLE, CA—SEPTEMBER 24, 2008—Parents now have a groundbreaking new way to connect with their plugged-in kids, with the arrival of a powerful online resource available today from LeapFrog Enterprises, Inc. (NYSE:LF), a leading developer of technology-based learning products. A free and private resource, the Learning Path makes it possible for parents to see the educational skills their kids are exploring with their LeapFrog products, from infant learning toys to grade-school gaming platforms. The Learning Path, at www.leapfrog.com/learningpath, functions as an interactive roadmap for parents, allowing them to observe, shape and personalize each child's individual progress.

"LeapFrog is the first company to provide parents a comprehensive insider's view into what and how their child is learning, based on actual play data," said Dr. Jim Gray, director of learning for LeapFrog. "Based on our extensive experience developing educational products for schools, the Learning Path details the skills a child is engaged in, giving parents insights into what excites their children to learn, as well as where they may be struggling and need extra attention."

The introduction of Learning Path marks the first time that LeapFrog has made its Scope and Sequence available to parents. The Scope and Sequence is the company's proprietary curriculum of educational skills that is the backbone of all LeapFrog products. Its comprehensive guidelines are based on state standards for schools, child development milestones and an award-winning LeapFrog School product used in more than 100,000 classrooms across the United States. The Learning Path encompasses more than 2,000 individual skills in areas such as language and literacy, mathematics and science.

How it Works

The Learning Path links with LeapFrog products to provide parents an explanation of the skills their children are engaged with, how often their children play a particular game, what kinds of questions they answer and how they are progressing. The only resource that offers details on kids' interaction with these skills, the Learning Path also provides parents with personalized recommendations for products best suited for each child's growth. To get kids on the LeapFrog Learning Path, parents can easily create a Learning Path account at www.leapfrog.com/learningpath.

For LeapFrog's USB-enabled products such as the new Tag™ Reading System, Didj™ Custom Gaming System or Leapster2 Learning Game System, parents simply connect their LeapFrog product to their PC or Mac to view detailed information on skills engaged and progress made. This information then populates each child's personal LeapFrog Learning Path, allowing parents to share their children's individual accomplishments and engage each child in discussions about what they play and what they learn.

For children who continue to enjoy legacy LeapFrog products without USB connectivity, such as the Leapster L-Max™ Learning System, or who have LeapFrog learning toys such as the Learn & Groove™ Musical Table, parents can register these products online at www.leapfrog.com/learningpath to see the skill areas each product is designed to encourage, as well as receive guidance on the next logical product to further enhance their children's learning.

The Learning Path, with its one-of-a-kind connection across LeapFrog products, takes kids and parents beyond individual toys, offering a window into each child's overall learning experience and guiding parents who want to know what products will best match their kids' interests and needs.

Availability

The LeapFrog Learning Path is now available for parents with children from 4 years to 10 years old (or 5th grade) who are using the Tag Reading System, Didj Custom Gaming System or the Leapster2 Learning System. Later this fall, additional products from LeapFrog will also be added to the Learning Path, expanding the range from birth to 13 years old. There is no cost to start a child on the LeapFrog Learning Path, and parents may set up accounts for up to 10 children.

About LeapFrog

LeapFrog Enterprises, Inc., 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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