

TWO-THIRDS OF PARENTS POLLED BELIEVE IN THE BENEFITS OF EDUCATIONAL GAMING FOR THEIR CHILDREN THREE AND OLDER

Survey for LeapFrog Reveals Parents Increasingly Believe Educational Videogames Have Positive Impact on Learning

EMERYVILLE, California—July 8, 2008—In the same way that technology has changed the way parents perform everyday activities from exercising to networking, technology has also crossed over to influence the way children play and learn. In a recent, annual survey by ConsumerQuest for LeapFrog Enterprises, Inc.



(NYSE: LF), conducted with more than 1,000 parents of children from birth to eleven years old, 66% of parents of three- to 11-year-olds agreed that they feel playing with educational video games gives their child an educational advantage.

“We believe children’s interaction with the computer has positively influenced parents’ perceptions and interest in educational gaming,” explained Fern Grant, LeapFrog’s director of consumer insights. “Parents today support preschool children learning to use a computer and perceive its use to be broadly

educational. As an extension of that world, educational gaming systems can offer a real win-win for parents because, while their children are engaged with the vivid graphics and latest movie and TV characters, parents see them benefit from the action-packed learning games.”

The ConsumerQuest, Inc., survey also revealed that 72% of all parents polled are comfortable with educational toys that incorporate children playing games on the TV. Additionally, the survey found that parents are equally at ease with their three- to five-year-olds learning from video games as they are learning from books.

“Parents today want to see their kids engaged in learning,” said Nancy MacIntyre, LeapFrog’s executive vice president of product, innovation and marketing. “By providing educational products that teach, and are also just plain fun, LeapFrog is helping today’s kids to develop a love of learning. And that’s something that will last a lifetime.”

Educational Gaming Grows and Goes Younger

For parents of children six to eleven years old, there was a 22% decline in the number of video game naysayers—parents who said they didn’t like their kids spending time playing video games—as compared to last year. This figure also dropped for parents of three- to five-year-olds, with 12% fewer parents opposed to

video game play as compared to the prior year. However, there are still 42% of all parents who take issue with their child logging hours with video games, when asked about the category as a whole.

"It seems parents are increasingly accepting of educational gaming, and for even younger kids than before," said Cory Schwartz of ConsumerQuest. "The survey results suggest that parents are continuing to place greater importance on technology created specifically for children, perhaps because there are so many quality options available that actually offer children a learning advantage."

Two New Learning Gaming Platforms

LeapFrog has just announced availability of two new web-connected learning game systems—the Leapster2 Learning System and the Didj™ Custom Gaming System. The Leapster2 handheld for four- to eight-year-olds expands the gameplay online with fun activities and rewards that encourage continued play, while parents can see what their child is learning and share in their accomplishments. Didj, an entirely new learning platform for six- to 10-year-olds, is the first totally customizable educational gaming platform. Online capabilities in the Didj handheld lets kids personalize the look and feel of the games, as well as the learning, with the power to customize gameplay with actual schoolwork.

New game titles for the Leapster2 handheld include Disney/Pixar's WALL-E and Nickelodeon's Dora the Explorer Camping Adventure. For the Didj system, new titles include Nickelodeon's SpongeBob Squarepants: Fists of Foam and SEGA's Sonic the Hedgehog.

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.

About ConsumerQuest

ConsumerQuest, Inc., a full-service market research company, has provided reliable research design and analysis in the private and public sectors since 1992. The firm's focus is on designing, executing, and reporting accurate market research studies that yield great marketing insight and effective business solutions.

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