



## HOLIDAY SHOPPING TIPS FOR PARENTS

### LeapFrog Reveals Hidden Value of Learning Toys is Extended Playtime

**EMERYVILLE, CA—November 24, 2008**—Parents are looking for creative approaches to making this season merry and bright for their children despite the economic crunch. LeapFrog Enterprises, Inc. (NYSE:LF), a leading developer of technology-based learning products, offers tips for parents as they create their budget and shopping lists for this holiday season.

"This year consumers are concerned with value—not just the cost but the play experience of a toy," says The Toy Guy® Chris Byrne, content director for TimetoPlayMag.com. "LeapFrog's learning game systems give kids multifaceted play and educational experiences and keep them

involved over time. Plus, the ability to add games is a low-cost way to make a toy new again."



### Tips for Parents to Maximize Holiday Budget

1. If your family is active, seek products that are easily portable for kids on the go. You'll get more play value if they can use at home or away.
2. Choose products that can be used by a child over several years and will still challenge them as they grow and progress.
3. Go online to research products and compare costs, then consider buying online. Potential perks: free shipping, special offers and savings on gas.
4. Look for products supported by rich libraries of books, game titles and online extras. Keep it exciting by adding new titles for birthdays or other holidays.
5. Supplement purchased gifts with special coupons for quality time with your child: a trip to the zoo, the beach, a children's museum—any of their favorite places.

## LeapFrog Delivers Learning Fun and Long-Lasting Value

### Leapster2 Learning Game System

- The perfect start for first-time gamers, the Leapster2 handheld ([www.leapfrog.com/leapster2](http://www.leapfrog.com/leapster2)) offers learning experiences anywhere kids want to play, with fun activities and enriching learning experiences both online and offline.
- Each of the huge breadth of titles in the software library, including the new *Disney/Pixar's WALL-E* and *Star Wars™: Jedi Math* games, adjusts to a child's particular skill level to ensure that kids remain appropriately challenged and always entertained.
- For ages 4 to 8 years; MSRP: \$69.99.

### Didj™ Custom Gaming System

- Designed for kids growing beyond the age for Leapster, the Didj handheld ([www.leapfrog.com/didj](http://www.leapfrog.com/didj)) is the first totally customizable educational gaming platform, featuring vivid graphics and fast gameplay.
- Games include the new *Hannah Montana*, as well as *Indiana Jones and the Kingdom of the Crystal Skull*, *Sonic the Hedgehog* and *Star Wars™: The Clone Wars*.
- For ages 6 to 10 years; MSRP: \$89.99.

### Tag™ Reading System

- The Tag reader ([www.leapfrog.com/tag](http://www.leapfrog.com/tag)) is an interactive reading product that brings books to life with a simple touch and encourages kids to read more.
- The diverse Tag library features keepsake-quality books that kids know and love, including classics *Olivia* and the new *The Cat in the Hat*, as well as activity storybooks with popular characters such as Dora the Explorer and SpongeBob SquarePants.
- For ages 4 to 8 years; MSRP: \$49.99.

## Fun For Parents, Too

For parents, the real value of LeapFrog products is in seeing that they really work. The LeapFrog Learning Path ([www.leapfrog.com/learningpath](http://www.leapfrog.com/learningpath)), allows parents to see exactly what LeapFrog products have kept their kids' attention, what their kids have learned and what milestones are on the horizon.

## **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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