



## LEAPFROG HOLIDAY GIFTS GIVE FUN AND LEARNING ALL YEAR LONG

### Long-term Learning and Lasting Play for Every Budget

**EMERYVILLE, CA—December 10, 2008**—Parents who have not started making their lists have nothing to pout about this holiday season. LeapFrog Enterprises, Inc. (NYSE:LF), a leading developer of technology-based learning products, has smart gifts that will delight kids of all ages and are just as engaging months later as on the day they are opened.



“The toys that my kids treasure and that I love to recommend are those they want to come back to, again and again,” says iVillage.com’s Chief Toy Officer, Elizabeth Werner. “LeapFrog products fit that bill to a T—each play experience offers something new, and as a child grows and learns, the games offer more fun and more challenges.”

As a gift to parents, the LeapFrog Learning Path ([www.leapfrog.com/learningpath](http://www.leapfrog.com/learningpath)), is now available for all LeapFrog

products so that parents can see exactly which products have kept their kids’ attention, what their kids have learned and what milestones are on the horizon.

### Gifts Under \$30 for the Under-three Set

LeapFrog’s **Learn and Groove®** line of Spanish-English musical instruments for infants and toddlers wraps fun and learning into song and dance. The **Counting Maracas** (MSRP \$16.49)

introduce counting to ten; the **Animal Sounds Guitar** (MSRP \$21.99) features a whammy bar, fret button and animal names and sounds; and the **Shapes & Melodies Piano** (MSRP \$19.99) makes playtime groove with a mirror and real piano sounds.

For one- to three-year-olds, LeapFrog's **Fridge Phonics® Magnetic Alphabet** (MSRP \$21.99), **Fridge Words™ Magnetic Word Builder** (MSRP \$27.99) and **Fridge Farm® Magnetic Animal Set** (MSRP \$17.49) are family favorites that introduce the alphabet, three-letter words and animal names.

### **A Handheld Library for Less than \$50**

LeapFrog's highly acclaimed **Tag™ Reading System** (MSRP \$49.99) brings books to life with a simple touch. Using the handheld Tag reader and included book, kids from four to eight years old can hear an entire story read aloud, hear individual words and play fun learning games. The Tag Reading System has received awards and recognition from *FamilyFun*, *Parents*, *Parents' Choice Foundation* and many others.

The 20+-volume Tag library (MSRP \$13.99 per book) includes children's classics *The Cat in the Hat*, *The Little Engine That Could* and *Olivia*, and activity storybooks featuring popular characters Kung Fu Panda, Dora the Explorer and SpongeBob Squarepants.

### **Top-Selling Gaming for Less than \$70**

Perfect for first-time gamers, the **Leapster2 Learning Game System** (MSRP \$69.99) offers the great gameplay, fun activities and enriching learning experiences the Leapster® has been known for—now USB-enabled for fun both online and on the go. Kids from four to eight years old will love the 30+-title library (MSRP \$24.99 per game), including the new *Disney/Pixar's WALL-E* and *Star Wars™: Jedi Math* games. Leapster games auto-adjust to a child's skill level, keeping kids challenged and entertained.

### **Kids Study While They Game for Less than \$90**

LeapFrog's new **Didj™ Custom Gaming System** (MSRP \$89.99) is the smart, cost-effective option for grade-school-age gamers this holiday. The Didj handheld features high-quality graphics and lets kids, via USB connectivity, customize games' look and feel—including personalizing avatars—and choose the skills they need for school. Games include the just-released *Hannah Montana*, as well as *Indiana Jones and the Kingdom of the Crystal Skull*, *Star*

*Wars™: The Clone Wars and Foster's Home for Imaginary Friends* (MSRP \$29.99 per game).

### **Set the Stage for Learning**

Learning takes the spotlight with the LeapFrog® See The Learning™ Contest. Parents and caregivers are invited to upload a video or photo of their child demonstrating a learning moment for a chance to win a behind-the-scenes family vacation to Hollywood to learn movie-making secrets. Entries will be accepted through December 17, 2008, at [www.leapfrog.com/seethelearningcontest](http://www.leapfrog.com/seethelearningcontest), and online voting will take place from January 1-31, 2009.

### **Where to Buy**

LeapFrog offers online shopping at [www.leapfrog.com](http://www.leapfrog.com), where shoppers can take advantage of a limited-time offer of free shipping for merchandise purchases totaling \$49.99 or more. LeapFrog products are also available at major retailers in the US.

### **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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