

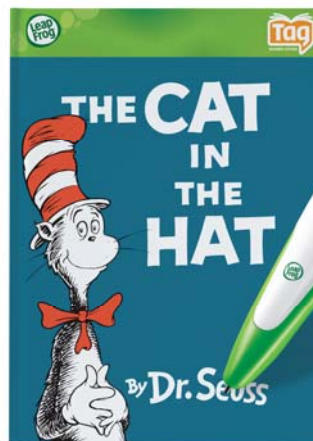


## LEAPFROG TAG™ JUNIOR GETS TODDLERS EXCITED ABOUT BOOKS

### Award-Winning Reading Toy Line Expanded to Younger Kids, Available Today

**EMERYVILLE, CA—June 9, 2009**—LeapFrog Enterprises, Inc. (NYSE: LF), creator of the best-selling Tag Reading System, has worked with top children’s authors and publishers to deliver a unique, multi-sensory book experience for little ones just discovering books. Available today, Tag Junior, a toddler-sized “book explorer,” encourages two- to four-year-olds to engage with books, enhancing the narrative with carefully chosen sounds and activities. Classic books, favorite characters and LeapFrog originals make up the 13-title Tag Junior library of board books, nine of which are available now.

With the same DNA as the Toy Industry Association’s Educational Toy of the Year—the Tag Reading System for four- to eight-year-olds, the first handheld learn-to-read system that works with real books—Tag Junior offers younger children an early book experience designed especially for them. Tag Junior empowers curious youngsters to explore books on their own and introduces early learning skills through fun activities.



“With more than 10 years’ experience leading the learn-to-read category, we recognized that toddlers would benefit from a differentiated reading experience that allows them to use their creativity and imagination as they learn to read,” said Nancy MacIntyre, executive vice president of

product, innovation and marketing at LeapFrog. “Tag Junior extends the magic of Tag to toddlers, who delight in how it brings books to life, allowing them to ‘read’ or play silly sound effects and songs. Kids get to set the pace as they discover reading and get engaged in the wonder of books.”

### **Summer Fun and Learning**

Just in time for summer, the portable Tag Junior will enchant toddlers at home and on the road. By simply “stamping” Tag Junior anywhere on the durable board books, children can hear each page read aloud, hear fun sound effects embedded in the pictures and listen to music. Now even toddlers can enjoy independent “reading” time, as well as shared story time, as they show Mom and Dad what they can do with Tag Junior and companion books.

Each of the 13 sturdy board books in the Tag Junior library focuses on a different preschool theme, including sounds, colors, letters of the alphabet and numbers. Dr. Seuss’s Mr. Brown, The Backyardigans and Winnie-the-Pooh are just a few of the childhood favorites featured in the Tag Junior library. Nine books are available at launch, and by the end of 2009, four additional Tag Junior titles will be available.

### **Same Trusted Tag Technology**

Like the Tag Reading System, the Tag Junior pal “reads” with a small, sophisticated infrared camera that recognizes letters, words and symbols printed on the page. Using the PC- and Mac®-compatible LeapFrog® Connect Application, parents can easily download audio for each book in the Tag Junior library, then manage content the way they manage MP3 or digital photo files. Tag Junior holds the audio for up to five books at a time, and parents can easily change what books are on the device, as well as choose to have Tag Junior “greet” their child by name.

As with most LeapFrog products, Tag Junior is part of the LeapFrog Learning Path, a free online resource that gives parents insights into their child’s favorite books and activities, details about what skills their child is exploring during play and ideas for other LeapFrog learning toys that match their child’s interests.

### **Availability**

The Tag Junior book pal and the included LeapFrog-original board book *If I Were . . .* is for children ages two to four years and is available today at [www.leapfrog.com](http://www.leapfrog.com) and all major retailers. Tag Junior has an MSRP of \$34.99, and Tag Junior board books are \$10.99 each.

**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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