



## LEAPFROG LEADS THE PACK WITH LEARNING TOYS FEATURING LOVABLE PUPPY PAL “SCOUT”

### Learning Play is Fun and Personalized with Four New Portable Toys

**EMERYVILLE, California—February 3, 2009**—LeapFrog Enterprises, Inc. (leapfrog.com) (NYSE:LF), continues to be top dog with its progressive line of products featuring the playful



LeapFrog® character “Scout” the puppy. The four new learning toys offer children from ages six months to three years personalized play, on-the-go learning fun and help building preschool readiness skills. The new Scout-themed toys are all on the LeapFrog Learning Path, a free online resource that gives parents insights into what skills their child explores during play.

“Kids will love to play along with Scout in our new line of learning toys. True to our heritage, we deliver the engaging play experience parents expect from LeapFrog,

while introducing a broad range of early learning skills,” said Craig Hendrickson, senior vice president, product marketing for LeapFrog.

#### **Personalized Play and Preschool Readiness**

Scout, the curious green puppy first brought to life in LeapFrog’s award-winning ClickStart® My First Computer continues as the preschool child’s best learning friend in all four new toys.

The green **My Pal Scout** and purple **My Pal Violet**, for children six months and older, are plush puppy friends that, via a USB connection, parents can personalize with their child's name and favorite things (e.g. color, food). Parents can also create a customized playlist from an online database of songs and lullabies that they can download to the plush. These puppy pals can then incorporate the child's name and favorite things into activities, songs and dialogue to engage the child in a truly personalized way. In addition to the five songs that come pre-loaded on the plush pals, 30 downloadable tunes are available so parents can keep the music fresh. My Pal Scout and My Pal Violet introduce learning skills such as first words, daily routines and counting.

Scout also plays backyard guide to curious two-year-olds learning letter names and sounds in LeapFrog's **AlphaPet Explorer**. A portable learning toy with four modes, the AlphaPet Explorer lets kids play at their own level—with Scout alongside to help. Toddlers will have fun exploring the phonics games and hearing fun songs, as they build preschool skills such as letter recognition and fine motor coordination.

### **Learning Play That Looks Grown-up**

Busy three-year olds will love to “play” like their parents do, with LeapFrog's **Text & Learn**, a just-for-kids learning PDA. Games that focus on early letter sense and basic computer skills—with pal Scout right there to help—are only part of the fun with **Text & Learn**, which lets preschoolers exchange text messages with Scout, check Scout's planner to see what his week en”tails,” and explore in a pretend browser mode. Other learning activities include letter matching, shape identification and QWERTY keyboard navigation.

Scout is ready to jump in and offer three-year-olds “paws-on” early writing assistance with the new **Scribble & Write**. A handheld tablet that's just the right size for anywhere play, **Scribble & Write** gives step-by-step guidance as children easily trace right over lit-up figures on the LED screen, practicing drawing simple shapes and pictures, then graduating to writing upper- and lowercase letters. Fun learning games help reinforce letter recognition and pencil control skills.

As with most LeapFrog products, the new Scout line is part of the LeapFrog Learning Path ([leapfrog.com/learningpath](http://leapfrog.com/learningpath)), a free online resource that gives parents insights into their child's activities, details about what skills their child is exploring during play and ideas for other LeapFrog learning toys that match their child's interests.

## **Pricing and Availability**

All four Scout-themed learning toys will be available at [www.leapfrog.com](http://www.leapfrog.com) and major retailers in summer 2009. My Pal Scout, My Pal Violet and AlphaPet Explorer all have an MSRP of \$19.99. Text & Learn and Scribble & Write have an MSRP of \$21.99.

## **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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