



LEAPFROG UNVEILS NEW TAG™ LEARNING TOY FOR THE YOUNGER SET

Tag Junior Pal Helps Two- to Four-Year-Olds Get Excited About Books

EMERYVILLE, CA—January 26, 2009—Following on the heels of the successful Tag Reading System, [LeapFrog Enterprises, Inc.](http://www.leapfrog.com) (NYSE: LF), today announced that a new toddler-sized “book explorer,” the Tag Junior book pal, will be available this summer. The Tag Junior system, designed for little hands, helps youngsters who are just discovering books to build a lasting

interest in and love for reading.

Classic books, favorite characters and original titles make up the nine-book Tag Junior library, also available this summer.



“LeapFrog revolutionized the learn-to-read category with our original LeapPad® Learning System, and we did it again last year with the wildly popular [Tag Reading System](http://www.leapfrog.com),” said Nancy MacIntyre, executive vice president of product,

innovation and marketing at LeapFrog. “The new Tag Junior handheld gives younger children, who want the thrill of independence and achievement, a learning toy that is just right for the stage they are in and really brings stories to life.”

Just Their Size

The Tag Junior pal is an appealing character-based handheld device that toddlers can use to interact with specially printed board books. By simply touching the base of the book pal anywhere on any page of a Tag Junior board book, children can hear each page read aloud, hear fun sound effects embedded in the pictures and listen to music. Children get to set the

pace as they discover what reading is all about, get engaged in the wonder of books and gain early reading confidence.

New Library Offers Preschool Themes

The Tag Junior system comes with a LeapFrog-original board book called *If I Were*, which explores animal sounds. Each of the other eight sturdy board books in the Tag Junior library focuses on a different preschool theme, including sounds, colors, letters of the alphabet, numbers and social play. Curious George, Dora the Explorer and Winnie the Pooh are just a few of the childhood favorites featured in the Tag Junior library.

A History of Success

Since the introduction of the Tag Reading System at the exclusive DEMO 08 conference, the Tag reader and books have won more than 35 awards from editors and industry experts worldwide. In the first six months of domestic availability, LeapFrog's library of Tag books has sold more than 1.2 million copies, including several children's titles that have sold more than 100,000 copies each.

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. The Tag Junior handheld 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 the Tag Junior pal "greet" their child by name.

As with most LeapFrog products, the Tag Junior system 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, for children ages 2 to 4 years, will be available this summer 2009 at www.leapfrog.com and all major retailers. The Tag Junior system has an MSRP of \$34.99, and Tag Junior board books are \$10.99 each.

Library

<i>Mr. Brown Can Moo! Can You?</i>	(sounds)
<i>Curious George: Color Fun</i>	(colors)
<i>ABC Animal Orchestra</i>	(alphabet)
<i>How Do Dinosaurs Play With Their Friends?</i>	(social play)
<i>Disney Pooh Loves To ...</i>	(actions)
<i>Dora the Explorer: 1-2-3 Dora!</i>	(counting)
<i>The Backyardigans: Opposites</i>	(opposites)
<i>David Smells!</i>	(senses)

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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