



INNOVATIVE HUMAN RESOURCE LEADER SARAH SHIN JOINS LEAPFROG LEADERSHIP TEAM

Former Apple Executive Joins World-class Educational Toymaker

EMERYVILLE, California—October 26, 2009—LeapFrog Enterprises, Inc. (NYSE:LF) today announced that Sarah Shin has joined LeapFrog as Vice President, Human Resources. Shin brings to LeapFrog her extensive experience building talent and driving an innovative culture. Shin joins LeapFrog from Apple, where she served as Director of Human Resources for Apple's Human Resources Corporate Strategy and Hardware Engineering Divisions.

"Sarah's talent and strategic thinking will be a great boost as we continue to develop our culture of innovation at LeapFrog," said Jeffrey G. Katz, president and CEO of LeapFrog Enterprises, Inc. "As LeapFrog continues to develop cutting-edge products that help kids learn, Sarah's expertise will help us strengthen and build our teams, and grow our business."

Prior to joining LeapFrog, Shin led the Human Resources strategic planning and program development function for Apple worldwide. In addition to guiding Human Resources corporate strategy, she facilitated strategic planning sessions for Division teams and developed best-in-class corporate organizational efficiencies, programs and management processes. Prior to that, in the Hardware Engineering Division at Apple, Shin spent more than three years directing the Human Resource team that supported business needs for 900 employees, providing guidance and development opportunities for senior leadership and implementing forward-thinking initiatives to attract and retain talent.

"I am excited about joining a company that makes great products for kids, and a leadership team that is focused on setting the bar higher and higher," said Shin. "I have had the honor of working for some amazing organizations, and I am eager to bring my experience to LeapFrog to strengthen its culture of innovation and fun."

Prior to working at Apple, Shin spent four years managing and developing talent for Hewlett Packard. She joined Hewlett Packard in 1999 as Human Resource Manager for the 300 employees in the Personal LaserJet Division. By 2000 she was responsible for all talent and leadership development for the 4,000 worldwide employees in the Supplies business of the Imaging & Printing Group, and she went on to become talent manager for the Imaging & Printing Group's 15,000 employees worldwide.

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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