



## LEAPFROG ANNOUNCES NUMBER RUMBLE™ GAME AVAILABLE ON APPLE APP STORE

### Educational Gaming Leader Releases Math Game for iPhone and iPod Touch

EMERYVILLE, CA—April 13, 2009—[LeapFrog Enterprises, Inc.](#) (NYSE: LF), an industry leader in delivering fun and learning through innovative technology, today announced its Number Rumble math game is available on the [Apple App Store](#). The first of several planned LeapFrog



iPhone learning games, Number Rumble for iPhone and iPod touch users lets six- to ten-year-old kids shake, tap and spin their way to math equation expertise via the innovative Multi-Touch user interface.

“LeapFrog is a pioneer in using the latest technology to engage children with learning at home, in school and on the go,” said Nancy MacIntyre, executive vice president, product, innovation and marketing. “The incredible success of the Apple App Store has made it a compelling way for us to deliver quality educational content. We’re excited to use our award-winning expertise to develop great apps for the fast growing Education segment.”

With the Number Rumble game, kids can practice for quizzes, challenge friends and replay games to sharpen their skills, using fun, intuitive technology that works anywhere. Parents are able to give their children instant access to terrific, engaging educational games, making any time—even while running errands with Mom—a time to play and learn.

#### Putting the Fun in Function

The Number Rumble game helps kids memorize numbers-one-through-twelve math basics, through three modes of play:

- “Learn It” mode lets kids choose an operation (addition, subtraction, multiplication or division), spin the number wheels to create a math problem, then tap the equals sign to see and hear the answer.
- In “Quiz Time,” kids test their skills by spinning the number wheels to create a problem, then shake the iPhone to select an answer.
- “Random Quiz” lets kids practice all four operations at once, simply shaking the iPhone to see “fill-in-the-blank”-style questions, such as “ $12 + 8 = ?$ ” or “ $? \div 9 = 11.$ ”

## **AVAILABILITY**

The Number Rumble application is available for \$2.99 from Apple’s App Store on iPhone and iPod touch or at [www.itunes.com/appstore](http://www.itunes.com/appstore).

## **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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