



LEAPFROG'S TAG READING SYSTEM WINS EDUCATIONAL TOY OF THE YEAR AT TOY INDUSTRY ASSOCIATION AWARDS

EMERYVILLE, CA—Feb 17, 2009—LeapFrog Enterprises, Inc. (NYSE:LF), a leading developer of technology-based learning products, today announced that its Tag™ Reading System was selected as the Educational Toy of the Year at the Toy of the Year (TOTY) Awards ceremony,

held Sunday in conjunction with the Toy Industry Association's American International Toy Fair. The Tag reader from LeapFrog is the first handheld learn-to-read system that works with real books to encourage a love of reading in kids.



“The Toy Industry Association is pleased to recognize the most creative and innovative products at the Toy of the Year Awards. We congratulate all the winners and recognize LeapFrog for winning Educational Toy of the Year honors for the Tag Reading System, and for continuing its commitment to innovation in learning,” said Julie Livingston, senior director, public relations for the Toy Industry Association.

In its nine years of existence, the Toy Industry Association has recognized LeapFrog for creating excellent products for children in numerous categories, including the winner of the first Toy of the Year Award, the breakthrough LeapPad® Learning System.

“Just as we revolutionized the learn-to-read category with the LeapPad system, LeapFrog has kept the joy and magic of reading alive for a new generation of young readers with our standout Tag reader,” said Nancy MacIntyre, executive vice president of product, innovation and marketing for LeapFrog. “We’re honored by the industry’s continued recognition of the

innovations LeapFrog makes to help kids have fun while learning through the engaging use of technology.”

Tag Reading System

The highly acclaimed Tag reader and books have won more than 36 awards from editors and industry experts worldwide. By simply touching the Tag reader anywhere on a Tag-enabled book, children can bring their favorite stories to life, hearing an entire story, individual words or fun sound effects embedded in the pictures as well as playing fun learning games. Building early confidence in reading, the Tag handheld lets kids set the pace for their own reading experience.

In the first six months of domestic availability, LeapFrog's library of Tag books sold more than 1.2 million copies, including several children's titles that have sold more than 100,000 copies each. Currently the Tag library comprises 21 books, and new releases will increase the library to more than 30 books by the end of 2009.

As with most LeapFrog products, the Tag Reading 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.

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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