



EDUCATIONAL GAMING LEADER OFFERS PREVIEW OF NEW MUST-HAVE TITLES FOR 2009

LeapFrog Gaming Library Includes New Genres, Expanded Curriculum and Hot Movie Licenses

EMERYVILLE, CA—February 3, 2009—Kids can boost their learning skills while they build a roller coaster, battle a galactic enemy, compose a song or score a touchdown, all with new educational games due this year from [LeapFrog Enterprises, Inc.](#), the pioneer in educational gaming. LeapFrog, with an installed base of more than six million handheld game systems and 19 million learning games, continues to deliver on-the-go learning fun with 14 new titles for its Leapster2 Learning Game System and Didj™ Custom Gaming System.



“Educational gaming has evolved and is now recognized for delivering competitive and exciting gaming that rivals traditional videogames,” said David Perkinson, director of game development for LeapFrog. “In 2009 we are extending our libraries with a wide variety of popular game genres to appeal to kids of different ages, genders and personalities, while also keeping pace with age-appropriate learning content.”

The Leapster® and Didj systems offer kids the dual experience of online rewards for offline play, and parents the ability to connect to the LeapFrog® Learning Path to get the inside track on what their kids love to learn. Online capabilities in the Didj handheld also let kids personalize the look and feel of the games, as well as the learning, with the power to upload actual schoolwork—such as multiplication tables or spelling lists—to the games.

New games will launch throughout the year to keep the library fresh and coincide with big movie premieres or DVD releases. This year's titles will build on the established library of games that offer traditional learning, such as math and spelling, and will expand on the traditional with new curriculum, such as geography and map reading in *X-Men: Wolverine* and music in *High School Musical*.

Kid Favorites Lead the Learning on Leapster

The Leapster2 system, the industry's first educational gaming handheld and best-selling system*, offers kids from four to eight years old more learning fun, more content and more of kids' favorite characters and themes, with eight new titles in 2009. All the new games expand the learning play online for bonus games and rewards.

- *Disney/Pixar's Up!* – early number sense, addition, subtraction, shapes
- *Disney's The Princess and the Frog* – early math
- *The Wolverine and X-Men* – geography, shapes, word sounds
- *Ni Hao, Kai-lan: Beach Day* – early number sense, phonics, logic and reasoning
- *Disney Fairies: TinkerBell* – early math, addition and subtraction, patterns
- *Star Wars: Jedi Reading* – letter identification, phonics, spelling
- *My Amusement Park* – creativity, problem-solving
- *Digging for Dinosaurs* – science, dinosaur facts, logic and reasoning

Like all Leapster games, these newest titles auto-level, adjusting gameplay to a child's particular ability, ensuring that they stay appropriately challenged and engaged and keep learning.

New Genres Expand the Fun in Didj Library

For kids who have outgrown their Leapster handheld, the Didj Custom Gaming System offers six new customizable learning games featuring new genres, new characters and new curriculum for 2009.

- *High School Musical* – music, melody and rhythm, musical forms, fractions
- *NFL Rush Zone* – addition, subtraction, multiplication
- *Wolverine and the X-Men* – letter identification and spelling
- *Neopets: Quizara's Curse* – language arts
- *Star Wars: Jedi Trials* – simple machines, magnetism, electricity, force, motion and gravity
- *Disney Fairies* – math

Kids will appreciate the Didj games' vivid graphics and fast gameplay, which combine for a product parents can feel good about and that kids will enjoy playing.

Parents Connect with the LeapFrog Learning Path

Parents can join in the gaming fun with the LeapFrog Learning Path, an online resource that works with most LeapFrog learning games. By connecting to the Learning Path, parents can get detailed learning progress reports, see what skills their child is engaged with when they play with LeapFrog products and find learning toys that match their child's interests.

Pricing and Availability

All Leapster2 titles will be available at major retailers and at www.leapfrog.com. MSRP \$24.99 each.

Leapster2 Learning Games

Q1 – *Star Wars*

Q2 – *Ni Hao, Kai-lan: Beach Day* and *Disney/Pixar's Up!*

Q3 – *Disney Fairies: TinkerBell, Digging for Dinosaurs, My Amusement Park, X-Men: Wolverine*

Q4 – *Disney's The Princess and the Frog*

All Didj titles will be available at major retailers and at www.leapfrog.com. MSRP \$29.99 each.

Didj Custom Learning Games

Q1 – *Neopets: Quizara's Curse*

Q2 – *Star Wars: Jedi Trials*

Q3 – *High School Musical, NFL: Rush Zone, X-Men: Wolverine*

Q4 – *Disney Fairies*

*US source: The NPD Group / Consumer Tracking Service; PS Electronic Learning Brands in Dollars, YTD 2008 through November

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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