

LEAPFROG LETS THE GAMES BEGIN: NEW WEB-CONNECTED GAMING HANDHELDS AVAILABLE NOW

New Leapster2 and Didj™ Learning Platforms Change Playing Field for Educational Gaming

EMERYVILLE, California—July 7, 2008—Parents and kids will be winners with two new web-connected educational gaming systems from LeapFrog Enterprises, Inc. (NYSE:LF), a leading developer of technology-based learning products. The company today announced the Leapster2 Learning Game System, the latest handheld from the popular Leapster® family, and the all-new Didj Custom Gaming System are now available at major retailers and at <http://www.leapfrog.com/gaming>. In addition, 14 new software titles will launch from



now through the holidays, including games featuring popular characters and stories from leading entertainment properties. Both gaming systems will connect to the new, proprietary LeapFrog® Learning Path, a free online tool that will show parents what their child is learning with their LeapFrog products when it launches in August.

“Four years ago, LeapFrog pioneered the educational gaming category with the original Leapster handheld,” said Nancy MacIntyre, LeapFrog’s executive vice president of product, innovation and marketing. “This summer, we are taking learning to a new level with the Leapster2 and Didj handhelds, offering parents and kids even more choice and capabilities. We have ramped up the gaming appeal and added online connectivity and new licenses that kids love, to provide parents a great way to get kids engaged in, and enjoying, learning.”

New Gaming Handheld for Leapster Family

The Leapster2 handheld for four- to eight-year olds expands the gameplay online with fun activities and rewards that encourage continued play, while parents can see what their child is learning and share in their accomplishments. Like all members of the Leapster line, the Leapster2 handheld utilizes auto-leveling to adjust games to a child’s particular ability, ensuring that they stay appropriately challenged. A broad selection of 33 age-appropriate educational titles offer kids a unique blend of learning and fun.

Custom Gaming with Web Connectivity

Designed for older gamers, six- to 10-year olds, the Didj handheld is the first totally customizable educational gaming platform. Online capabilities in the Didj handheld let kids personalize the look and feel of the games, from designing their own avatars to choosing background scenery, color schemes and music. Kids also will

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

Coming this August, parents and kids can customize the learning content on the Didj handheld, connecting gameplay with schoolwork, and letting kids practice skills in a fun way. For example, a custom spelling list can be created from a 10,000-word online database, giving kids the ability to study for a classroom test while playing their favorite Didj game.

Share the Learning

LeapFrog's proprietary online tool for parents, the LeapFrog Learning Path, will also be available this August at <http://www.leapfrog.com/learningpath>. The Learning Path interfaces with LeapFrog products to show parents what their child is learning and how their child's activities map back to the Scope and Sequence of educational skills that LeapFrog has always built into every product.

Each time a parent connects their child's Leapster2 or Didj handheld, they will be able to see how education comes to life for their child—the games their child has been playing, the skills they have been practicing and the progress they have been making.

PRICING AND AVAILABILITY

The Leapster2 system, now available at major retailers in the U.S. and at <http://www.leapfrog.com/gaming>, has an MSRP of \$69.99. The Leapster2 software library includes five new titles and 10 refreshed Leapster titles; all optimized for the Leapster2 handheld's web connectivity. The entire 33-title Leapster library is compatible with the full Leapster family of Learning Game Systems. All Leapster titles MSRP at \$24.99.

Leapster2 titles now available include Disney/Pixar's WALL-E, Scholastic's I SPY: Treasure Hunt, and Nickelodeon's Dora the Explorer Camping Adventure: Explore Spanish Words.

The Didj system is now available at major retailers in the U.S. and at <http://www.leapfrog.com/gaming> with an MSRP of \$89.99. The Didj software library offers nine learning games with an MSRP of \$29.99 each. The customized learning feature will automatically become available for all Didj handhelds in August 2008.

Didj titles now available include SEGA's Sonic the Hedgehog, Nickelodeon's SpongeBob SquarePants: Fists of Foam, and Nicktoons: Android Invasion.

About LeapFrog

LeapFrog Enterprises, Inc. is a leading designer, developer and marketer of innovative, technology-based learning products and related proprietary content, dedicated to making learning effective and engaging for all ages, at home and in schools, around the world. The company was founded in 1995 and is based in Emeryville, California. LeapFrog has developed a family of learning platforms that come to life with more than 100 interactive software titles, covering important subjects such as phonics, reading, writing, math, music,

geography, social studies, spelling, vocabulary, and science. In addition, the company has created a broad line of stand-alone educational products for children from birth to 16 years. LeapFrog's award-winning U.S. consumer products are available in six languages at major retailers in more than 35 countries around the world. LeapFrog School's multisensory products currently reach students in more than 100,000 classrooms across the United States. LeapFrog School is a business division of LeapFrog Enterprises, Inc.

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