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Contact: Allison Hirsch
312/297-7585
allison.hirsch@edelman.com

LEARNINGWORKS, LLC

VTech And LearningWorks Partner To Deliver The “WRITE” Combination Of Learning And Fun Directly To Schools

Curriculum Provides The Youngest Students With The ABC’s Of Handwriting

CHICAGO (September 7, 2005) – With technology moving faster than the speed of light, today’s kids are so tech-savvy that they are more familiar with a keyboard and a stylus than a No. 2 pencil or crayon. And, the prevalence of computers in the classroom is making it easier for learning proper handwriting skills to fall by the wayside.

To reinforce early handwriting basics and provide an updated twist on beginning writing skills, VTech® Electronics, creator of the electronic learning category, and LearningWorks, LLC, an educational program development company, have joined forces to bring the fun back to learning handwriting skills by reaching today’s youngest students in their very first classroom experience with the *VTech Write & Learn Series Curriculum*.

“Teaching children to form and recognize letters is the beginning step in developing a successful handwriting technique,” said Dr. Steve Graham, author of “Writing Better” and “Handbook of Writing Research,” and member of VTech’s Advisory Council. “Learning the basics, from how to hold a pencil properly to letter recognition and correct letter and word placement, is essential and must be emphasized at an early age to achieve school success.”

Write It Right

The *VTech Write & Learn Series Curriculum* will be distributed to 5,000 pre-kindergarten and kindergarten teachers across the country with a free handwriting-based curriculum that will deliver fun, high-quality instruction and lay the foundation for learning strong handwriting skills. It also gives teachers the opportunity to make the program an integral part of their lesson plans as it is flexible and easy to merge into their daily activities.

The curriculum is an interactive program, complete with classroom activities that connect directly to the educational benefits of VTech’s award-winning Write & Learn Smartboard. The engaging worksheets include mazes, dot-to-dot puzzles, tracing and coloring activities, which reinforce beginning letter strokes, fine motor skills and hand-eye coordination. The activity worksheets are to be completed in two parts – in the classroom and at home with parents.

“Through this program VTech and LearningWorks are putting the fun back into the art of learning to write,” said Julia Fitzgerald, vice president of marketing, VTech Electronics North America. “The engaging activities, mirroring those found in our award-winning Write & Learn Smartboard, allow teachers to provide their students with the tools to help them be successful early on in learning proper writing techniques. With this program every child has the potential to succeed at handwriting.”

The Write & Learn Series

The first-of-its-kind, VTech's Write & Learn Series of products combines technology with fun preschool activities such as doodling and scribbling to help children achieve writing success to prepare them for their first year of school. Through five different products, including the Write & Learn Smartboard, VTech uses its proprietary "Write it Right" writing recognition technology to encourage continued development of handwriting skills while using a progressive technique to move a child effortlessly from using their finger to a chunky stylus and finally a pencil. The series ranges from creative artboards and lightboards to letter books and desks, each providing a hands-on approach to help children explore writing and drawing.

The VTech Write and Learn series is designed for ages 3 and up with an estimated retail price ranging from \$17.99 to \$49.99.

Write and Learn Series Product Line

Write & Learn Letter Book™

Writing Tool: Finger Touch - Ages 3 years & Up

This activity-filled phonics picture book engages early learners with reading, handwriting, counting and vocabulary-building activities on 20 interactive pages. Each page shows proper letter stroke and steps, enabling preschoolers to trace letters with their fingers – the first step for young writers – as they practice their primary writing skills. ERP: \$19.99

Write & Learn Artboard™

Writing Tool: Crayons - Ages 3 years & Up

Budding artists and writers will get a head start with the Write & Learn Artboard's interactive activity sheets, which encourage creative expression through tracing, writing, vocabulary and the alphabet. The Artboard enables young artists and writers to draw familiar objects while learning the object name and first letter with 26 interchangeable erasable "smart doodle" pages that cover the entire alphabet. ERP: \$17.99

Write & Learn Lightboard™

Writing Tool: Chunky Stylus - Ages 4 years & Up

The portable Write & Learn Lightboard features a light-up screen, stroke recognition technology and 10 learning modes that teach preschoolers how to write all the letters of the alphabet, step by step. Combining light-up instructional direction with special interactive "write-right" technology, the Lightboard guides children through the activities with a chunky stylus to teach letters, numbers, music and games, and also offers creative free play. Complete with two levels of difficulty - Beginner and Advanced - to challenge children in their learning progress. ERP: \$24.99

Write & Learn Smartboard™

Writing Tool: Crayons and Stylus - 4 years & Up

The Write & Learn Smartboard is an interactive writing and drawing board that helps teach letters and numbers and inspire creativity through counting, drawing and music activities with two areas for play - the Write Smart area and a drawing area. The Write Smart area magically recognizes the number or letter children write and reflects their work on a built-in LCD screen. The drawing area lets children doodle away as they listen to silly sounds and music. The Smartboard emulates a real-life tutor by rewarding a child's work with encouraging phrases. ERP: \$29.99

Write & Learn™ Desk

Writing Tool: Crayons and Stylus - 4 years & Up

The Write & Learn Desk is an interactive, stand-alone drawing desk that helps to teach core preschool skills through engaging games and activities. Twelve different modes of play encourage children to get creative – color, draw, and learn letter and number strokes step by step. For comfortable creating, the Write & Learn Desk comes with a child-sized stool, and for learning on-the-go, the desk's snap-off legs can easily be removed.

ERP: \$49.99

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ABOUT VTECH

VTech, the creator of the Electronic Learning Products (ELP) Category and the award-winning V.Smile TV Learning System, is a world leader of age-appropriate learning toys. Since 1976, VTech has been developing high-quality, innovative educational products for children from birth to preteen that deliver "smart play" through the combination of entertaining electronic formats and engaging, age-appropriate content that help children learn while having fun.

VTech Electronics North America, LLC is based in Arlington Heights, Ill. VTech Electronics, Ltd. is headquartered in Hong Kong and is a pioneer in the establishment of China-based manufacturing facilities, selling its products via a strong brand platform supported by a well-established distribution network in North America, Europe and Asia.

ABOUT LEARNING WORKS

LearningWorks, located in New Haven, Connecticut, is a full-service youth marketing and educational development company that specializes in the creation, production, and distribution of customized learning materials for corporations, public service organizations, and government agencies.