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**VTECH ELECTRONICS ANNOUNCES NEW LICENSING AGREEMENT WITH WARNER BROS.
CONSUMER PRODUCTS**

VTech to Develop V.Smile Smartridge Based on the "The Batman™" Animated Series

CHICAGO (April 21, 2005) – VTech is coming to *Gotham City* with a new V.Smile game Smartridge based on "The Batman™," the hit animated series from Warner Bros. Animation. VTech, the creators of the electronic learning products category, today announced a licensing agreement with Warner Bros. Consumer Products on behalf of DC Comics to feature the *Caped Crusader* in a V.Smile Smartridge™ for use with VTech's award-winning V.Smile TV Learning System™ and V.Smile Pocket™.

With *Batman* as their guide, children ages 6 to 8 will engage in various fun, developmental activities that immerse them in a complete video game experience, while practicing the subjects they're learning in school, including spelling, reading, math and problem solving.

"We are pleased to announce our partnership with Warner Bros. Consumer Products. VTech is committed to creating electronic learning products that engage, educate and entertain children. *Batman* is a character that kids aspire to be. He is a self-made super hero whose attributes are a perfect fit with our product features and goals," said William To, president, VTech Electronics North America.

"The *Batman* animated series puts kids in the middle of the action in *Gotham City* as *Batman* uses his unique combination of intelligence, technology and gadgetry to fight crime. These elements make for a perfect application for VTech whose intelligent blend of technology and education creates products that make learning fun," said Karen McTier, executive vice president of domestic licensing for Warner Bros. Consumer Products.

About V.Smile

The V.Smile TV Learning System combines a video game platform and educational content in a system that connects directly to the television. Children navigate each game by using a hand-held joystick with oversized buttons, which can be adapted for right-and left-handed players alike. Building on last year's successful debut of the award-winning V.Smile TV Learning System, VTech recently announced the addition of the V.Smile Pocket and 15 new Smartridges to the V.Smile library for 2005. V.Smile Pocket, a handheld educational video game system for children ages 5 and older, offers high definition videogaming in an easy-to-hold, portable system. The V.Smile Smartridge library, complete with 25 titles, is compatible with both the V.Smile TV Learning System and the V.Smile Pocket.

Pricing and Availability

The V.Smile TV Learning System, available now at mass retailers (ERP \$59.99) includes the *Alphabet Park* Smartridge. Available fall 2005, the V.Smile Pocket comes with the *Zayzoo: My Alien Classmate* Smartridge (ERP \$89.99). V.Smile Pocket accessories, including a carrying case (ERP \$14.99) which holds the handheld system and two Smartridges, a recharger system (\$24.99) and a car adapter (\$14.99) will also be available fall 2005. V.Smile Pocket is compatible with standard headphones, which can be purchased separately. Additional Smartridges retail for \$19.99.

With 15 new titles to choose from, the V.Smile Smartridge library has expanded to include new licensed titles such as *Batman*, *Finding Nemo*, *Sponge Bob Square Pants*, *The Wiggles* and *Cinderella*, in addition to the 10 titles released in 2004.

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About the Agreement

This synergistic licensing agreement forms an integral part of VTech's three-year strategic plan to revitalize its electronic learning products business by developing an entirely new range of innovative products. In particular, this licensing agreement will be a powerful success factor in its unique V.Smile TV Learning System, an educational video game platform that will bring incremental revenues from hardware and exchangeable software cartridges.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Comics

DC Comics, a Warner Bros. Entertainment Company, is the largest English-language publisher of comics in the world and home to such iconic characters as *Superman*, *Batman*, *Wonder Woman* and the *Sandman*. These DC Super Heroes and others have starred in comic books, movies, television series (both animated and live-action) and cyberspace, thrilling audiences of all ages for generations. DC Comics' web site is located at www.dccomics.com.

BATMAN and all related characters and elements are trademarks of and © DC Comics.
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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 headquartered in Arlington Heights, Ill. VTech Electronics, Ltd. is based 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.

For more information on V.Smile and VTech's additional product lines, visit www.vtech.com.

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