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***BOB THE BUILDER™ TOYS HAVE
THE FUN AND LEARNING BUILT RIGHT IN!***

Learning Curve offers “constructive” new playsets and toys for Bob fans to play along and build along with their favorite builder!

OAK BROOK, IL—(February 12, 2006)—Get out your hard hats... the fun and learning are building with **RC2® Corporation's *Bob the Builder*** toy line by **Learning Curve**. This year's line is bigger and better than ever with more interactive playthings that give kids the tools they need to help Bob as he embarks on his biggest project ever! Watch as your child uses his imagination and creativity to build along with Bob with these innovative new toys in 2006.

Learning Curve's *Bob the Builder - Project: Build It* Collection

This exciting *Bob the Builder - Project: Build It* collection features characters and locations from the new hit show on PBS KIDS® so kids can watch along and build along with Bob as he continues his quest to build a whole new town from the ground up.

- ***Bob the Builder Electronic Load and Play Factory:*** Help Bob lift and load cargo into the factory—just like the one on the hit TV series—and watch it roll, bounce, drop and load into finished boxes as it is processed—setting off more than 10 sounds and lights. Bob talks and activates lights and sounds as he moves around the factory. Features a special talking Scoop for even more building fun! **Ages 2 and up. SRP: \$24.99.**

***Bob the Builder* Preschool Toys by Learning Curve**

- ***Bob the Builder Build Along Activity Tool Bench:*** Featuring more than 30 electronic lights and sounds and five areas of play, this mini workshop is the

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perfect first tool bench. Even the youngest Bob fans can enjoy the “free play” mode as they build a flurry of fun sounds and light patterns at their own pace with the detachable hammer, saw and screwdriver. The more challenging “build-a-song” mode has kids follow the lights to build Bob’s theme song. Can they complete the job before time runs out?! **Ages 2 and up. SRP: \$17.99.**

- **Bob the Builder “Follow Me” Remote-Controlled Scoop:** Scoop is the hardest working member of Bob’s team...now Scoop can follow Bob – and your child – wherever he goes with this delightful remote-controlled toy designed especially for the preschool set. Press the button on the remote control Bob figure and Scoop will drive right over to him. Switch modes and now you’re in charge of Scoop’s route. Scoop even dances and spins to the Bob theme song! Features working lights and 10 sounds for added play value. **Ages 2 and up. SRP: \$29.99.**
- **Bob the Builder Talk and Play Camera Phone:** Now kids can talk to Bob and his machine team friends any time of day with this interactive, electronic play cell phone. Features more than 20 different sounds, a light up antenna and six different activities. Realistic features include speed dial—where kids can hear up to eight different character voices—and a fun “camera phone” feature that lets kids “take” three pictures of Bob and his friends! **Ages 2 and up. SRP: \$9.99.**

Bob the Builder Ride-On by Learning Curve

- **Bob the Builder Battery-Operated Scrambler Ride-On:** See what it feels like to be behind the wheel of Scrambler—one of Bob’s newest machine team friends—on this unique 6-volt battery-operated ride-on! Kids can steer Scrambler everywhere and drive him forward and in reverse. Comes with a 6-volt battery, charger and auto-safety brake. **Ages 18 months and up. SRP: \$129.99.**

Take Along Bob the Builder Collection by Learning Curve

- **Take Along Bob Vehicles:** Now kids can build along with all of Bob’s new friends anywhere they go! These portable vehicles are perfect for taking along to a friend’s house or for building fun on the road. The new vehicles and themed vehicle sets—featuring Holiday and Western themes—are based on characters and scenes from the all-new Bob videos that will be released in 2006! Plus, kids can carry along all their favorite Take Along Bob Vehicles in the new Take Along Playbox that doubles as a storage box and interactive, portable playset. **Ages 2 and up. SRP: Take Along Vehicles \$4.99 each, Take Along Vehicle Four Pack Set \$14.99 each, Take Along Playbox \$9.99.**

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About RC2® Corporation

RC2 Corporation (www.rc2corp.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and juvenile products that strives to build consumer loyalty by fulfilling the passions of all ages. The branded toys, collectibles and juvenile products are fun to own and use, and encourage repeat purchases.

RC2's infant and preschool products are marketed under its Learning Curve® family of brands which includes The First Years®, Lamaze® brands as well as popular and classic licensed properties such as *Thomas & Friends*™, *Bob the Builder*™, *Winnie the Pooh*, John Deere® and *Sesame Street*.

RC2 markets its collectible and hobby products under a portfolio of brands including Johnny Lightning®, Racing Champions®, Ertl®, American Muscle™, AMT®, Press Pass®, JoyRide® and JoyRide Studios®. RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

About Bob the Builder™

Bob the Builder and his machine team are ready to tackle any project. As they hammer out the solutions that lead to a job well done, Bob and the can-do crew demonstrate the power of positive-thinking, problem-solving, teamwork and follow-through. Most importantly, from start to finish, the team always shows that *The Fun Is In Getting It Done!* Bob the Builder is produced by HOT Animation and can be seen building, digging and hauling weekly on PBS KIDS®. For more information about *Bob the Builder*, and the can do crew please visit www.bobthebuilder.com.

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