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**FOR IMMEDIATE RELEASE**

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## **RC2's LEARNING CURVE.COM and WHAT TO EXPECT.COM PARTNER TO CREATE NEW DIGITAL MEDIA ALLIANCE**

### **New Online Playroom Will Provide More Content, Community, and Tools for New and Expecting Moms**

OAK BROOK, IL and NEW YORK, NY—(April 23, 2007) — RC2's Learning Curve Brand ([www.learningcurve.com](http://www.learningcurve.com)) and WhatToExpect.com ([www.whattoexpect.com](http://www.whattoexpect.com)) today jointly announced a new multi-year digital media agreement to enhance their relationship with moms from pregnancy through the first six years of their children's lives. A key element of the agreement will be the creation of a major new area on WhatToExpect.com, called The Playroom by Learning Curve™, which is expected to launch this June.

The Playroom by Learning Curve will be an area on the site dedicated to helping moms better understand infant and early child development by providing original, play-focused content, fun activities and interactive features including message boards, videos, games, and blogs. It will also feature the popular "Ask Heidi," section that will enable users to ask questions of "the mom who wrote the book," bestselling What-To-Expect author, Heidi Murkoff.

Since January 2007, total unique visitors to WhatToExpect.com have increased more than 230% according to comScore Media Metrix. Visitors to the site enjoy information and guidance that complements the iconic book, *What to Expect When You're Expecting*, which recently celebrated its 308th week on the New York Times' Bestsellers List.

"We are excited about this great opportunity to partner with WhatToExpect.com in implementing The Playroom by Learning Curve. This agreement will provide our Learning Curve family of brands an extraordinary new opportunity to reach and connect with a community of first time and experienced moms, extended family members and care givers," says Peter Henseler, President of RC2, "Our goal is to introduce a new and valuable forum to engage this community and gain feedback and insight for the improvement and development of new products for infants and children."

"Since its launch, WhatToExpect.com has enjoyed rapid growth and seen the development of a powerful online community of moms who are always looking for more and better information on pregnancy and parenting," said Waterfront Media CEO and Co-founder, Ben Wolin. "By partnering with Learning Curve to create the Playroom, we will be able to offer a whole new area



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of service to our thriving community of moms who've come to rely on the WhatToExpect brand as their most trusted resource for information on pregnancy and early child development."

**About Learning Curve Brands, Inc.**

Learning Curve Brands, Inc. ([www.learningcurve.com](http://www.learningcurve.com)) is a wholly owned subsidiary of RC2 Corporation (NASDAQ: RCRC, [www.rc2.com](http://www.rc2.com)) and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant products that are targeted to consumers of all ages. Learning Curve Brands, Inc. markets its infant, toddler and preschool products under its Learning Curve® family of brands which includes The First Years® by Learning Curve and Lamaze brands as well as popular and classic licensed properties such as Thomas & Friends, Bob the Builder, Winnie the Pooh, John Deere, Nickelodeon and Sesame Street. The Company's youth and adult products are marketed under the Johnny Lightning® ([www.johnnylightning.com](http://www.johnnylightning.com)) and Ertl®, ([www.ertl.com](http://www.ertl.com)) brands. Learning Curve Brands, Inc. 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 WhatToExpect.com and Waterfront Media**

WhatToExpect.com, published by Waterfront Media, is the online companion to Heidi Murkoff's bestselling series of What To Expect pregnancy and parenting books. The series has helped guide over 27 million families from conception through the toddler years and beyond. According to USA Today, this pregnancy book, known as the "Bible" to moms across the world, is bought by 93 percent of all expecting mothers who buy a guide. Waterfront Media, the premier online publisher of America's self-help experts, is the largest privately held online health company. Through its network of sites, including the flagship EverydayHealth.com, Waterfront Media enables consumers to manage their health online and make positive life changes through unique interactive features and personalized advice, tools, and online communities.

**Forward-looking Statements**

Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "could," "expect," "intend," "may," "plans," "potential," "target," "should," "will," "could" and "would." Such forward-looking statements are inherently subject to known and unknown risks and uncertainties. The Company's actual results and future developments could differ materially from the results or developments expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.