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FOR IMMEDIATE RELEASE

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**LEARNING CURVE.COM AND WHAT TO EXPECT.COM LAUNCH
THE NEW “PLAYROOM” WITH EXPANDED CONTENT,
COMMUNITY and TOOLS**

OAK BROOK, IL and NEW YORK, NY—(August 13, 2007) — RC2’s Learning Curve™ Brand (www.learningcurve.com) and WhatToExpect.com (www.whattoexpect.com) today jointly announced the launch of the new *Learning Curve Playroom*, a resource dedicated to helping parents better understand infant and early child development. WhatToExpect.com is published by Waterfront Media.

The new *Learning Curve Playroom* can be accessed at www.WhatToExpect.com/playroom. The Playroom features original, play-focused content, fun activities, and interactive features including new message boards on family fun, videos, games & activities for infants and toddlers, as well as new play-related “Ask Heidi” (Heidi Murkoff is the author of the best selling *What to Expect When You’re Expecting* book series) and other playtime tips, polls and ongoing contests and promotions with prizes from Learning Curve.

“Our customer research at Learning Curve found there’s an unmet need for parents to have an easy to use, centralized resource that can help deliver new opportunities for incorporating play into infant and early child developmental stages,” says Paul Kallis, Vice President of Digital Media, “Positioning this resource online where parents are actively researching new and expanded developmental techniques and products, and partnering with a prominent online presence like WhatToExpect.com, is a great opportunity to connect with these parents.”

“*What To Expect* has long been the leading brand in the pregnancy and parenting space and since the launch of WhatToExpect.com in early 2007, we have seen a 240% surge in traffic, making WhatToExpect.com, the fastest growing pregnancy and parenting site.” said Waterfront Media CEO Ben Wolin. “The *Learning Curve Playroom* is an important new offering for our users, who want to stay with the brand once pregnancy is over and their information needs shift to the issues that matter most to toddlers—and play is at the top of that list!”

(more)



The *What To Expect* Book series has been the expecting mom's "most used" resource for the past 20 years and is read by 93% of all expecting moms who read a pregnancy book. Current Media Metrix findings gauge the WhatToExpect.com web site to be the fastest growing parenting and pregnancy site, reaching over 1/3 of all first time expecting moms.

About Learning Curve Brands, Inc.

Learning Curve Brands, Inc. (www.learningcurve.com) is a wholly owned subsidiary of **RC2 Corporation** (NASDAQ: RCRC, 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) and Ertl®, (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.