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## FOR IMMEDIATE RELEASE

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## LEARNING CURVE LAUNCHES ALL-NEW LAMAZE LINE: NEW INNOVATIONS IN INFANT DEVELOPMENT FOR BABY, TRENDY NEW LOOKS FOR FASHION-FORWARD PARENTS

*Lamaze expands award-winning brand to create a comprehensive infant product line that fuses form and function together.*

**OAK BROOK, IL—(February 12, 2007)—** Learning Curve's® pioneering Lamaze® line of products is about to break new ground! The all-new Lamaze line, featured at Toy Fair 2007, possesses expanded play and developmental features that create a complete nurturing environment for moms and infants. Lamaze's new comprehensive line is stocked with innovative products that incorporate fresh colors and patterns specially designed to stimulate the minds of babies and toddlers. Highlighted new products include the innovative "Spin and Explore Garden Gym™" for tummy time developmental play, and the "Dream Screen™" to soothe baby to sleep.

The new Lamaze line appeals to the lifestyle-oriented parent, while delivering on the quality developmental and infant care products with which the name Lamaze has become synonymous. Combining the trusted Lamaze brand with fresh ideas has created new items that are great for baby and big on personal style for mom. Learning Curve has also refreshed the best of the current Lamaze product offering – best-selling items from the past remain but will feature fashion-forward styling to appeal to today's parents.

Best of all, Lamaze products offer the added convenience of portability. Nearly every Lamaze toy features its signature linking ring that can be attached to other toys, gear, clothes; you name it! Whether you're on the go or around the house, running errands or just relaxing, Learning Curve has the perfect Lamaze product to fit your lifestyle.

New Lamaze products for 2007 include:

### **Stage 1 – Discovering The World**

These toys gently stimulate senses with engaging patterns, contrasting colors and pleasing sounds.

#### **Lamaze Spin & Explore Garden Gym by Learning Curve**

The Lamaze Spin & Explore Garden Gym is the perfect way to engage baby in critically important tummy time play. The unique rotating spinner design encourages physical development as baby moves around the mat, working to strengthen upper and lower body muscles. Employing a colorful play mat with varying texture and layers, baby will be visually and physically stimulated by the fun developmental features. As baby grows the mat also becomes an environment for floor play. **Ages: Birth and up. SRP: \$44.99**

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**Lamaze Dream Screen by Learning Curve**

Lamaze's new Dream Screen will put baby right to sleep with its unique features. An innovative dual-motion screen scrolls calming nature scenes past the viewing window and plays soft music to soothe baby into dreamland. The Dream Screen is also iPod/MP3-compatible to allow mom to customize baby's music! **Ages: Birth and up. SRP: \$49.99**

**Lamaze Musikins Musical Friends Assortment™ by Learning Curve**

Musikins Musical Friends aren't just toys – they're designed to grow along with baby! These safari-themed creatures (Monkey, Zebra, Giraffe) serve initially as an infant rattle. As time passes, baby can manipulate these cute toys to unlock a unique noise from each. When a Musikin is bent, shaken or twisted, baby is rewarded with entertaining musical sounds. **Ages: Birth and up. SRP: \$9.99**

**Lamaze Gardenbug Foot Finder and Wrist Rattle Set™ by Learning Curve**

This may be the only way you'll want baby to find some bugs! The Gardenbug Foot Finder and Wrist Rattle Set encourages discovery by attaching cute bugs to socks and wristbands. The bright color patterns and stimulating sounds reward exploration and help to develop hand-eye coordination. The socks and wristbands are made of high-quality fabric that is soft on baby's skin and machine washable. **Ages: Birth and up. SRP: \$14.99**

**Lamaze 2-in-1 Traveling Guppy™ by Learning Curve**

This brightly colored fish has many attractive features that are sure to make it one of baby's favorites! Rattle, jingle and crinkle sounds develop baby's hearing and the color contrasts and patterns encourage visual stimulation. Baby learns cause and effect by spinning the ball or batting the small guppy. This car toy is perfect for entertaining baby on the go! **Ages: Birth and up. SRP \$19.99**

**Lamaze First Mirror™ by Learning Curve**

This unbreakable, infant-safe mirror will keep baby fascinated with his or her own reflection. Adjustable straps allow the mirror to be attached to a crib or stroller. The soft exterior and wedge shape support baby during tummy time play. The bright colored fabric is machine washable for easy care. **Ages: Birth and up. SRP: \$21.99**

**Lamaze Fly & Chime Friends™ by Learning Curve**

This entertaining mobile is perfect for use at home or on-the-go! The multi-purpose link allows Fly & Chime Friends to be attached to a stroller or other objects. The mobile features the new Lamaze colors for visual stimulation, and the soothing chimes and flapping wing motions having a calming effect on baby. **Ages: Birth and up. SRP: \$16.99**

**Lamaze Peek-A-Boo Surprise Cube™ by Learning Curve**

This classic concept has gotten a fresh twist! The Peek-A-Boo Surprise Cube features new colors and patterns, with friendly faces on each side of the box. Soft handles on every corner stimulate baby's grip, or can be folded over the faces for peek-a-boo play. Lifting the top flap reveals a mirror for peek a boo play. **Ages: Birth and up. SRP: \$14.99**

**Stage 2 – Exploring & Experimenting**

These toys reward baby's exploration through engaging activities.

**Lamaze Link N' Snack Turtle™ by Learning Curve**

Multi-tasking has become a way of life for moms and caregivers alike. With the Lamaze Link N' Snack Turtle, baby can join in the fun as well! Everything baby needs is here: A cup holder for a Lamaze (included) Take and Toss® cup, deep side wells to hold a tasty snack and a link to attach baby's favorite Lamaze toys. The Link N' Snack Turtle features multiple developmental features and fits conveniently into a car or stroller cup holder. A great "on-the-go" toy! **Ages: 6 months and up. SRP: \$18.99**  
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**Lamaze Stick & Explore Coral Cove™ by Learning Curve**

Baby will love sitting in high chairs with the Stick & Explore Coral Cove. A locking suction cup bottom designed to attach securely to tables, highchairs or on the floor, will keep this toy within easy reach. Baby will love batting the dangling fish or pressing a button to make it swim. This undersea-themed toy also features a ratcheting starfish that makes click-clack sounds and a ball rattle that baby can roll back and forth. **Ages: 6 months and up. SRP \$14.99**

**Lamaze Balancing Bug Stackers™ by Learning Curve**

Lamaze Balancing Bug Stackers are bugs that you will definitely want to keep IN the house. These adorable creatures each have their own “magnetic” personality and serve as colorful stacking blocks. The “smart” magnets make stacking easier and encourage spatial development. Each of these cute characters features a rattle, allowing for individual piece play as well. **Ages: 6 months and up. SRP: \$16.99**

**Lamaze Catch & Glow Bug Jar™ by Learning Curve**

Now baby can engage in the summertime favorite of “catching” fireflies with the Lamaze Catch & Glow Bug Jar. Colorful plastic “bugs” are placed inside a brightly decorated jar and will light up and jump around when baby shakes the jar.. A signature Lamaze strap makes carrying these fun friends a breeze. **Ages: 6 months and up. SRP \$24.99**

**Lamaze My First Fish Bowl™ by Learning Curve**

Baby will love these first “pets” and their colorful home! My First Fish Bowl is a brightly colored fabric bowl with fun sea creatures trapped in the clear plastic sides that adds to the fun. The put-in and take-out concept features four different sea creatures – a clam, fish, crab and starfish. These fishy friends are especially fun for baby when they crinkle, rattle, jingle and squeak. **Ages: 6 months and up. SRP \$21.99**

**Stage 3 – Moving & Doing**

These toys continue to foster baby’s cognitive, physical and social skills.

**Lamaze Learn to Sign Friends™ by Learning Curve**

Learn to Sign Friends makes a great accessory to any Lamaze product with its signature linking ring. Five fun linking cards feature cute animals and an expression on one side (Hungry, Sleepy, Happy, Thirsty, Sad). On the flip side, a lenticular picture shows mom and child how to sign the expression in American sign. Learn to Sign Friends is a great first step in teaching babies basic communication skills. **Ages: 9 months and up. SRP: \$8.99**

**Lamaze Little Rider Foot to Floor™ by Learning Curve**

Finally, a set of wheels that’s safe enough for your little speed demon! The Lamaze Little Rider is a foot-to-floor ride-on with four wheels for maximum stability. Your toddler can steer this first “cycle” around the house for loads of playtime fun. There’s also a bright red basket between the handlebars to carry baby’s favorite Lamaze buddies from room to room! **Ages: 12 months and up. SRP \$39.99**

**All Ages**

**Lamaze Octotunes™ by Learning Curve**

What has eight legs, even more colors and keeps babies engaged for hours? Octotunes, of course! This soft and loveable undersea friend plays a different musical note when each tentacle is pressed. Octotunes comes with a song book to teach baby a first song. The attractive design and soft vanilla scent make Octotunes a favorite among babies and moms alike. **Ages: Birth and up. SRP: \$26.99**

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**Lamaze Play and Grow Sydney and Sandy Kangaroo™ by Learning Curve**

This new Play and Grow friend will be “bouncing” into cribs, and baby’s heart, faster than ever! Sydney Kangaroo has a variety of features and textures to keep baby entertained, including clanky rings, a crinkling squeaky body and a rattle. There’s also a special surprise in Sydney’s pouch: a baby kangaroo named Sandy! This plush toy features the signature Lamaze link for on-the-go fun. **Ages: Birth and up. SRP: \$12.99**

**Lamaze Play and Grow Patty the Panda™ by Learning Curve**

Patty the Panda brings a zoo favorite home with its expressive face and soft body. This soft panda features a variety of textures to encourage tactile development. Patty holds knotty flowers in one hand and a ring with sliding busy bugs in the other. There’s also a squeaker and rattle in the Patty’s body. Patty comes with the signature Lamaze link so you can take it anywhere. **Ages: Birth and up. SRP: \$12.99**

**Lamaze Play and Grow Jacques the Peacock™ by Learning Curve**

Jacques’ beautiful tail is the envy of all his Play and Grow pals! Exciting colors and designs combined with stimulating textures will keep baby’s attention focused on this cute peacock. Jacques also squeaks and rattles, combining hearing and sight development into one. The signature Lamaze link makes it easy to take Jacques with you wherever you go. **Ages: Birth and up. SRP: \$12.99**

**Lamaze Play and Grow Mortimer the Moose™ by Learning Curve**

Mortimer is the only moose who won’t mind having his antlers chewed on! His soft antlers are great for teething babies and Mortimer has fun, knotty legs to pull and grab. This moose is also has a squeaker and rattle; these features are sure to keep baby entertained. Mortimer also has the signature Lamaze link to keep him ready for fun on the run! **Ages: Birth and up. SRP: \$12.99**

**Lamaze Lights & Sounds Friends™ by Learning Curve**

Lamaze Lights & Sounds Friends are the ultimate in multi-sensory infant toys. These soft zebras and giraffes are flashlights that are easily activated by infants. Each flashlight is bendable and makes crinkling sounds when being posed for additional play value. Best of all, stimulating music plays when the flashlight handle is squeezed, developing vision and hearing simultaneously! **Ages: Birth and up. SRP: \$17.99**

**More Lamaze Gear**

**Lamaze Close Comfort Sling Carrier™ by Learning Curve**

When you have errands to run but you want to keep baby close, the Lamaze Close Comfort Sling Carrier is the perfect tool for the job. Unlike other carriers, the extra-wide secure shoulder strap keeps baby in a natural holding position. Unique airflow circulation vents and a cushioned base keep baby comfortable and content, and a detachable privacy blanket is ideal for breastfeeding. **Newborn up to 20 lbs. SRP \$39.99**

**Lamaze Sway n' Soothe Auto Rocking Bassinet**

The Lamaze Sway n' Soothe Auto Rocking Bassinet is the first bassinet that automatically rocks baby to sleep with the push of a button. It features adjustable, auto-rocking speeds that let you find the perfect setting for baby. The bassinet can also be rocked manually, or locked in a stationary position. Ultra soft materials provide a comforting sleep environment and breathable mesh surrounds baby's head area for increased ventilation. Four musical selections, such as classic lullaby and soothing sounds, play for 10 minutes and then automatically shut off to lull baby to sleep. A built-in nightlight gently fades off after two minutes to help check on baby without turning on overhead lights. For awake time, friendly Lamaze soft toys hang overhead for baby's visual enjoyment. **Ages: Birth to 17 lbs. SRP \$149.99**

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**About RC2 Corporation**

**RC2 Corporation** ([www.rc2.com](http://www.rc2.com)) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant care products that are targeted to consumers of all ages. RC2's infant, toddler and preschool products are marketed under its Learning Curve® ([www.learningcurve.com](http://www.learningcurve.com)) 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*. RC2 markets its boys' toys and collectible products under the Johnny Lightning® ([www.johnnylightning.com](http://www.johnnylightning.com)) and Ertl®, ([www.ertl.com](http://www.ertl.com)) brands. 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 Lamaze International**

Lamaze International has changed childbirth for millions of families through the dedicated efforts of professional childbirth educators, providers and parents since its founding as a nonprofit association in 1960. Its mission is to promote, support and protect normal birth through education and advocacy, to achieve its vision for "a world of confident women choosing normal birth." For more information about Lamaze International and the Lamaze Institute for Normal Birth, visit [www.lamaze.org](http://www.lamaze.org).

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