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**Johnny Lightning Introduces the V\_BOT**  
 The Most Sophisticated Radio Controlled Transforming Vehicle

**Oak Brook, Ill. (August 9, 2007)** –Learning Curve Brands, Johnny Lightning Boy’s Division has created a new high tech hero just in time for the 2007 holiday season. The radio controlled V\_BOT transforms from a sleek street vehicle into a giant robot with a touch of a button. Loaded with action moves like the signature “V Chop”, V\_BOT has all the necessary moves to save the day.

“An internal concept, V\_BOT came with big engineering challenges and from those challenges came big rewards.” said Holger Kraetschmer, Senior Managing Director at RC2 Corp. “V\_BOT is a truly revolutionary radio control toy that captures kids’ imaginations with a giant robot that they can control, transform, and drive. That’s a big payoff.”

V\_BOT is a massive 15-inch radio control robot with a multitude of action moves and can automatically transform into a sleek sports car with the push of a button. V\_BOT also has a plug-in so you can play your favorite tunes using your MP3 player. With all of this innovation, in 2007, V\_BOT was a voted one of the Top 10 Toys of the year in Germany. V\_BOT comes with a hand held controller featuring six action-buttons and three preprogrammed action buttons. The highly sophisticated radio controlled V\_BOT will be available nationwide at leading retailers in fall 2007 for \$129 SRP.

For more information about V\_BOT, visit [www.thevbot.com](http://www.thevbot.com).  
 V\_BOT will be available at retailers in the fall of 2007.

**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 care 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.

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