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FOR IMMEDIATE RELEASE

**CARING CORNERS™ TALKING DOLLHOUSE
ENCOURAGES CARING AND SHARING AS CHILDREN PLAY**

Learning Curve Brands' innovative dollhouse hits store shelves, wins award.

OAK BROOK, IL — (August 26, 2008) — The Caring Corners™ Mrs. Goodbee™ dollhouse from Learning Curve Brands (www.learningcurve.com), a wholly-owned subsidiary of RC2 Corporation (NASDAQ: RCRC), hits the shelves of retailers nationwide this month. Recently recognized as a “2008 Outstanding Product Winner” from iParenting Media, the award-winning Caring Corners Mrs. Goodbee Talking Dollhouse is the first dollhouse that comes to life to encourage caring and sharing through play.

When children ring Mrs. Goodbee's doorbell, her eyes pop open and her lips light up as she begins to talk and sing. With 12 big rooms, she offers the most expansive play space of any dollhouse in her category. Mrs. Goodbee's activities instill caring and sharing all around her house with more than 400 activities, songs, words and sounds that bring her to life and guide children through play. The unique tri-fold design (Patent Pending) unfolds to six rooms on each side – perfect for two children to share. In addition to the dollhouse, children can build and imagine an entire world of caring and sharing with a wide assortment of family, friends, pets, furniture and accessories.

According to Jerry Perez, General Manager of Learning Curve Brands West, “In extensive research with moms, we discovered they had a very strong interest in helping their children develop social and emotional skills. This was even more important to them than learning academic skills. Helping parents teach their children values like empathy, compassion and ‘emotional intelligence’ became the Caring Corners mission – and is at the heart of our vision for encouraging ‘caring, sharing and preparing for responsibility’ as children play.”

Designed by Experts—Moms and Dr. Michele Borba

To help make the Caring Corners mission a reality, Learning Curve enlisted the help of child development expert Dr. Michele Borba. Noted author of 22 books including *Building Moral*

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Intelligence, and parent expert on NBC's *Today*, Dr. Borba helped build in features to encourage imaginative play and interaction with the Mrs. Goodbye character. The result is a fun, kid-friendly dollhouse that also reinforces positive social behaviors and learning to be responsible around the house. There are 8 interactive "hot spots" that encourage caring and sharing through natural play. For example, if a child hears a crying baby and then puts the baby doll into the cradle and rocks it, a soothing lullaby will play and Mrs. Goodbye will compliment the child.

"Compassion, empathy and fairness can come naturally to children, but these qualities need to be nurtured or they may be lost as children mature", says Dr. Borba. "The best way to help encourage learning these skills is through play. The Mrs. Goodbye Dollhouse provides these social and emotional building blocks in play patterns that are fun for children and helpful for parents."

Extending the Social Play – into the Real World and on CaringCorners.com

Inside every dollhouse box, there's a "Raising a Caring Corners Kid" Parent Guide. This helpful booklet, created in conjunction with Dr. Borba, provides parents with "real world" examples of caring, sharing and preparing for responsibility.

In addition the CaringCorners.com Web site takes parents and children beyond Mrs. Goodbye's Dollhouse with an engaging online experience. This "safe haven" Web destination provides age-appropriate games and fun online activities for children. For parents, there are helpful articles from Dr. Borba – and "Recipes" for Caring, Sharing and Preparing children for responsibility.

Parents can log onto CaringCorners.com to see a 360-degree product demo and learn more about the Caring Corners story.

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 and toddler products. 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 Dr. Michele Borba

Michele Borba, Ed.D. is an internationally renowned educator who is recognized for her practical, solution-based strategies to strengthen child's behavior, self-esteem, character, and social development. Dr. Borba is the award-winning author of 22 books including *Nobody Likes Me, Everybody Hates Me!*; *No More Misbehavin': 38 Difficult Behaviors and How to Stop Them*; *Don't Give Me That Attitude!*; *12 Simple Secrets Real Moms Know*; *Building Moral Intelligence*, cited by Publishers' Weekly as "among the most noteworthy of 2001"; and *Parents Do Make A Difference*, selected by Child Magazine as "Outstanding Parenting Book of 1999." Her

numerous awards include the *National Educator Award*, and *Outstanding Contribution to the Educational Profession*, presented by the Bureau of Education and Research. She is a contributor to iVillage, advisory board member for Parents magazine, and guest expert on CNN Headlines News, Fox Headline News, The View, and The Early Show. She has spoken to over one million parents and educators on four continents and appears regularly as a parent expert on NBC's Today show.

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