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FOR IMMEDIATE RELEASE

## **Say Cheese! Learning Curve and WhatToExpect.com Announce the Winner of Baby Star Photo Contest**

*Three-Month-Old Cayden Seevers and Family Win A Trip To Chicago For A Professional Photo Shoot and A Fabulous Prize Pack of Learning Curve Products*

**OAK BROOK, IL**—(November 17, 2008)—Learning Curve Brands, in partnership with [Waterfront Media](#), publisher of [WhatToExpect.com](#), is excited to announced a winner in a nationwide search for the cutest baby. Cayden Seevers is a three-and-a-half month old boy from Belfair, Washington who was selected from nearly 10,000 online entries in Learning Curve’s *The Baby Star Photo Contest*.

Cayden and parents Kristin Anthony and Jeremy Seevers will receive a trip to Chicago for two days to participate in a professional photo shoot with Learning Curve in November, along with a Learning Curve prize package valued at \$350.

The Baby Star Photo Contest was hosted by [WhatToExpect.com](#), the online companion to the bestselling series of What to Expect® books by Heidi Murkoff and one of the fastest growing parenting and pregnancy site with 1.2 million unique users per month. Parents submitted a non-professional photo of their child (between four weeks and ten-and-a half months of age at the time of entry). Each image was judged and voted on by What to Expect visitors and daily winners received prize packages containing an assortment of Learning Curve infant and toddler products.

“Learning Curve Brands is honored to have selected Cayden as the winner of The Baby Star Photo Contest,” says Peter Henseler, President of Learning Curve Brands, Inc. “We had an incredible amount of entries from many proud parents and active members at WhatToExpect.com, so it was not an easy choice. We are looking forward to Cayden and his family’s visit for the photo shoot.”

*(more)*

**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**

WhatToExpect.com, published by [Waterfront Media](#), is the online companion to the bestselling series of What To Expect® pregnancy and parenting books by Heidi Murkoff. The series has helped guide over 30 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. The site is a part of [Everyday Health](#), which is operated by [Waterfront Media](#). For more information, please visit [www.WhatToExpect.com](http://www.WhatToExpect.com).

**About Waterfront Media**

[Waterfront Media](#) is the largest privately held online health company and operates [Everyday Health](#), which attracts over 14 million unique users per month. Through its network of health, diet, fitness, and pregnancy Web sites, including its flagship [EverydayHealth.com](http://EverydayHealth.com), Waterfront Media enables consumers to live healthier lives every day.

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