

FOR MORE INFORMATION CONTACT:

Carrie Lesher

Salmon Borre Group

847/582-1610

carrie@salmonborre.com

LEARNING CURVE AND DISNEY BRING WINNIE THE POOH AND FRIENDS TO NEW INFANT PLAY LINE FOR 2008

Treasured Characters Will Captivate Infants' Imaginations with Interactive Toy Line

OAK BROOK, IL—(February 17, 2008)— No other character captures the true essence of childhood as much as Pooh and Learning Curve is launching its new line of infant play products for 2008 featuring Pooh and friends. The new line continues to encourage early infant discovery and enriches play milestones with timeless characters that appeal to both mom and child. The new products range from traditional teethingers and rattles to the innovative iPod/Mp3 compatible Dream Screen. Based on the timeless Winnie the Pooh stories, the products in this new line inspire infants to play, discover, laugh and learn.

Featured items in the 2008 Learning Curve's Winnie the Pooh line available at major national retailers this fall include:

Yummy Tummy Rattles

These soft rattles feature different textures for tactile stimulation and a teether for baby's gums. There are three lovable characters to choose from (Pooh, Lumpy, and Tigger) and a mirrored surface inside to attract baby's attention. **Ages: birth and up. SRP: \$7.99.**

Flower Friends

Friendships will blossom with the new Flower Friends. Pooh, Tigger, Eeyore and Piglet are sure to be part of every playdate with plenty of interactive features such as flower petals with multiple fabrics, textures and ribbons, peek-a-boo mirror, rattle and soft teether. **Ages: birth and up. SRP: \$11.99.**

Eeyore Soft Book

It's story time with a bit of a twist. This plush toy opens up to reveal a soft picture book for a story to read, or keep baby active with the rattle attached to Eeyore's tail. **Ages: 6 months. SRP \$13.99.**

Bounce Along Tigger

Keep things hopping with Bounce Along Tigger. Watch as baby giggles and laughs when Tigger bounces around, making a squeaker sound when tapped. **Ages: 6 months. SRP \$15.99.**

Pooh Stack and Nest Friends

Help promote motor skills the fun and colorful way with Pooh Stack and Nest Friends. These three brightly colored characters have two distinguishing traits with contrasting prints and crinkle, jingle, or squeaker sounds inside. **Ages: 6 months. SRP: \$14.99.**

(more)

Garden Spin Pooh

Garden Spin Pooh is a great way to get that critical tummy time play that will entertain for hours. The rotating spinner allows baby to explore all the engaging features on the mat with its bold colors and patterns while building upper and lower body strength. **Ages: 0-6 months.**

SRP: 44.99

Peek-a-Pooh Soft Blocks

Play peek-a-boo with Pooh and enhance visual skills! These soft blocks feature vibrant colors and patterns as well as a put-in play pattern to help baby establish object permanence.

Ages: 6 months. SRP: \$17.99

Floaty Boat Buddies

The boundary between inside play toys and bathtub play toys is blurred when it comes to these Pooh, Eeyore, and Tigger products. Floaty Boat Buddies float, rattle, and link together making them fun both in and out of the water. **Ages: 6 months and up. SRP: \$8.99.**

Pooh's Waterfall Fun

These stacking bathtub blocks come in three fun Pooh characters (Pooh, Lumpy, and Eeyore) and suction to the tub wall. With water powered action, Waterfall Fun will be just that! **Ages: 6 months. SRP: \$13.99**

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. 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.

####