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FOR IMMEDIATE RELEASE

ERTL® EXPANDS VEHICLE PLAY WITH THE ADDITION OF DISTINGUISHED NEW JOHN DEERE VEHICLES

Featuring unique “big” farm vehicles and realistic lights and sounds enhancements that offer exciting, new ways to play.

OAK BROOK, IL—(February 17, 2008) — ERTL (www.ertl.com) introduces the new selection of “big” farm and construction vehicles in 2008 to further expand its farm and construction product lines. Featuring all new 1:16 sized farm vehicles, an exclusive John Deere radio control dozer, and a dynamic new 12” John Deere tractor - all loaded with new lights and sounds features that offer kids hours of entertainment with toys that encourage imagination and open-ended play opportunities.

Featured toy vehicle introductions from ERTL:

Big Farm Vehicles

Big is as Big does...introducing ERTL’s new Big Farm 1:16 sized vehicles, the only line of off-road toys designed with loads of detail that features lights and sounds play action. A great alternative to pricey die-cast modern day replicas, kids can enjoy hours of indoor and outdoor vehicle play with this line of durable tractors and equipment.

Big Farm John Deere 7430 Tractor with Loader – The 1:16 John Deere 7430 Tractor features new lights and sounds, removable front loader and front weights. Along with its steerable front axle, opening hood and the renowned John Deere décor, kids can reproduce all the fun and excitement of today’s farming activities. **Ages: 3+. SRP: \$35.99.**

Big Farm Case IH Puma Tractor with Loader – Featuring the distinguished Case IH detailing, this tractor also includes new lights and sounds, a removable front loader, front weights, steerable front axle and opening hood for hours of farm play. **Ages: 3+. SRP: \$35.99.**

(more)

Big Farm New Holland T7060 Tractor – Featuring authentic New Holland detailing, this tractor features new lights and sounds, removable rear dual wheels and front weights, steerable front axle and opening hood, for hours of fun and exciting farm play. **Ages: 3+. SRP: \$29.99.**

Big Farm John Deere Dump Wagon – Featuring John Deere décor, the John Deere Dump Wagon can add additional play to the new Big Farm Tractors. The dump box can be raised and lowered, and the end gate can pivot open and closed to help complete any Big Farm job! **Ages: 3+. SRP: \$19.99.**

24” John Deere Radio Control Dozer

Kids, dads and collectors will love the ability to push materials with this large oversized dozer equipped with full function maneuverability. The Dozer can brave most terrains with its unique tank steering that allows it to travel almost anywhere, and additionally features left and right steering, as well as forward and reverse functionality and authentic lights and sounds that can be turned off for more “quiet” play. The front blade and rear ripper also are controlled via the remote for additional play. **Ages: 3+. SRP: \$159.99.**

12” John Deere Lights and Sounds Tractor

Constructed with durable plastic, this tractor features an oversized cab roof button that activates the horn, three modes of play to allow for “quiet” play, and super bright LED lights with realistic tractor sounds. **Ages: 3+. SRP: \$19.99.**

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 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.

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