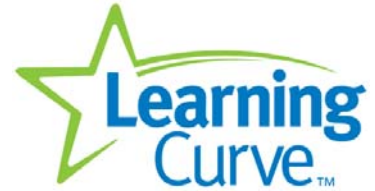


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FOR IMMEDIATE RELEASE

BETTER THAN EVER: LEARNING CURVE ADDS ALL-NEW ITEMS TO AWARD-WINNING LAMAZE LINE OF INFANT TOYS

*Interactive music play and developmental features
highlight the colorful additions to this mom-favorite line*

OAK BROOK, IL—(February 17, 2008)— Learning Curve's award-winning Lamaze line of products is back and better than ever with all-new introductions for Toy Fair 2008! These unique toys possess expanded play and developmental features that create a fun, learning-focused environment for moms and infants.

Music is an excellent way to stimulate a baby's cognitive development, and Lamaze takes that a step further by encouraging infants to *actively* create their own sounds and songs. Highlighting the line is Eddie the Elephant Tunes – a colorful plush elephant that babies can play musical notes on, record their tune and then play back their musical creation! Eddie the Elephant Tunes is the most innovative musical plush on the market. Lamaze's Birdhouse Xylophone is another innovative way to introduce music by providing an actual instrument to children as young as 12 months!

Lamaze continues to develop products to fit today's moms and their busy lifestyles, while keeping the fun designs and colors the brand is known for. New Play & Grow plush toys are both cute and full of developmental features. Lamaze is also expanding into new areas with an interactive car shade toy that protects and entertains baby, a stroller bar toy for fun on-the-go, and cute bath time toys that are sure to make a splash!

Combining the trusted Lamaze brand with fresh ideas has created new items that are great for baby and big on personal style for mom. Whether you're on the go or around the house, running errands or just relaxing, Learning Curve has the perfect Lamaze product to fit your lifestyle.

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Lamaze 2008 introductions from Learning Curve

Lamaze Birdhouse Xylophone™

Encourage your little musician with this cute take on a xylophone toy from Lamaze! The Birdhouse Xylophone has a full octave of notes that baby can play with a bird-shaped mallet sized especially for little hands. A fun birdie sits on its birdhouse perch, enjoying the music baby makes. This engaging musical toy coordinates with other Lamaze tune toys, allowing you to start a baby band! A song book is included and mallet stores securely when not in use. **Ages: 12 months and up. SRP: \$19.99**

Lamaze Trotter the Pony™

Baby will adore this cute plush pony, while mom will love its visual and tactile developmental features! Trotter is brightly colored with fun patterns and designs, and he has satin ribbons for his mane and tail. Baby is rewarded with fun electronic sounds when playing with the pony, and the pony also has crinkle points. **Ages: Birth and up. SRP: \$20.99**

Lamaze Ride & Play Fun™

This fun, colorful sun shield protects baby from direct sunlight while riding in the car. The cute dangling bee, butterfly and ladybug are fun for baby with squeak, crinkle and rattle features. There is also a removable toy bar for additional play! **Ages: Birth and up. SRP: \$17.99**

Lamaze Stroll & Go Fun™

Give stroller time some extra fun with this colorful accessory toy! Stroll & Go Fun features Spin & Rattle Monkey, Busy Bee Bird and Snack Cup Elephant to entertain your young one. Soft straps attach easily to strollers. **Ages: 9 months and up. SRP: \$19.99**

Lamaze Mirror Crawl Toy™

Encourage baby to crawl with rainstick beads and a big baby safe mirror. Mirror Crawl toy has both these features and each side features a different pattern for visual stimulation that will keep baby going and going. **Ages: 6 months. SRP: \$24.99.**

Lamaze Spin, Rattle & Go Toy Bar™

Raise the bar with this product. Spin, Rattle & Go Toy Bar features a spinning rattle with colorful beads, a spinning flower with a mirror, and a spinning bug character on a swing, making it the ultimate toy bar on the market. **Ages: 6 months. SRP: \$12.99**

Lamaze Pond Stackers™

Ahhhh! Ease frustration with Pond Stackers. The six fun shapes are sized just right for small hands and feature patented "Smart Magnets" which teach children there is no wrong way to stack the characters. No matter how a child puts them together, they stick! This makes learning fun and less frustrating. **Ages: 6 months. SRP: \$16.99.**

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Lamaze Grip and Grab Apple™

An apple a day goes a long way. The fun teething apple shaped rattle is easy for baby to grasp because of its unique tubular design. Soft tubes offer teething relief with additional auditory and tactile discovery with jingle ball for auditory development and crinkle leaves for tactile stimulation. **Ages: 6 months. SRP: \$7.99**

Lamaze Vibrating Teether™

Make those tears of teething pain fly away with this Flutterbug Vibrating Teether. This textured chewable butterfly goes a step further in soothing gums by producing a safe vibration that makes baby more comfortable and less fussy. **Ages: 6 months and up. SRP: \$7.99**

Lamaze Shapes & Sounds Fishbowl™

This fun sorting toy will keep baby entertained for hours with its cute ocean friends theme. The Shapes and Sounds Fishbowl helps baby learn colors and shapes along with marine life. Also features fun underwater sounds for extra fun! **Ages: 12 months and up. SRP: \$24.99**

Lamaze Fill 'Em Up Frog™

Rrrribbit! The Fill 'Em Up Frog is a great way to make bath time fun. The large colorful frog has a mesh bag children can fill with soft plastic characters. The small octopus, fish and frog are cute and they also whistle, float and squirt for additional play value. **Ages: 9 months and up. SRP: \$17.99**

Lamaze Crabby Babies Bath Buddies™

Baby won't be a crab at bath time when he's playing with Crabby Babies Bath Buddies! The large, friendly crab is a storage carrier for his three little friends. Each crab squeaks and squirts, and the bright red color is visually appealing. **Ages: 9 months and up. SRP: \$11.99**

PLAY AND GROW**Lamaze Flutterfly the Butterfly™**

This cute little butterfly not only looks good, she's a teacher! Each wing contains a word of sign language, useful as a language development tool in young children. **Ages: Birth and up. SRP: \$12.99**

Lamaze Logan the Lion™

Logan may not be king of the jungle, but he'll be the king of playtime everywhere he goes. This plush toy roars when you push his tummy and it also features clinking rings along with a knotted tail for endless developmental fun. He also has a portable clip for on the go fun! **Ages: All ages. SRP: \$12.99**

Lamaze Tina the Tiger™

This plush tiger is full of surprises for baby! Tina's not only cute; her tail vibrates when pulled to generate an exciting play experience! She also features clinking rings and a knotted tail to encourage tactile stimulation for baby. Bright colors and patterns help stimulate visual development, and a teether star is attached for fussy babies. Comes with a portable clip for on-the-go fun. **Ages: Birth and up. SRP: \$12.99**

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Lamaze Morgan the Monkey™

The latest addition to the Lamaze Play and Grow line is sure to be a hit with baby! Morgan the Monkey's brightly colored body and fun patterns will delight baby, and his tummy squeaks when you shake him up and down. Morgan features clinky rings and textures for developmental playtime fun. Comes with a portable clip so you can take him anywhere. **Ages: Birth and up. SRP: \$12.99**

Lamaze Morgan the Monkey Link Set™

Lamaze links make it easy to take toys everywhere baby goes. Morgan the Monkey helps keep all six textured links in one place and can be used with many of your favorite Lamaze products.

Ages: Birth and up. SRP: \$5.99

Lamaze Eddie the Elephant™

Eddie the Elephant is quite a jetsetter, his portable clip allows him to go anywhere for on the go fun! This plush toy's interactive features include tummy squeaker, clinky rings, and knotted tail. **Ages: All Ages.**

SRP: \$12.99

Lamaze Eddie the Elephant Tunes™

The most advanced musical plush in the Lamaze Tunes collection! Eddie the Elephant allow baby to play musical notes on his trunk and also record and play back musical notes on the feet. A song book is included to teach some basic pieces of music, and baby will love the bright color patterns and crinkles. A great interactive music toy! **Ages: Birth and up. SRP: \$29.99**

Lamaze Clutch and Go Pyramid™

Watch baby play and grow with this new toy. Chime and ratchet sounds help with auditory development while peek-a-boo aides move up and down to help with hand eye coordination. This pyramid promises to stand the test of time. **Ages: All ages. SRP: \$12.99**

Lamaze Mini Play and Grows

The whole gang is here (Morgan the Monkey, Logan the Lion, and Eddie the Elephant)! Mini Play and Grows comes in all three of baby's favorite Lamaze characters. Their bold colors and patterns stimulate vision while the various textures work with tactile stimulation. **Ages: All ages. SRP: \$7.99.**

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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About Lamaze International

Lamaze International has changed childbirth for millions of families through the dedicated efforts of professional childbirth educators, providers and parents since its founding as a nonprofit association in 1960. Its mission is to promote, support and protect normal birth through education and advocacy, to achieve its vision for "a world of confident women choosing normal birth." For more information about Lamaze International and the Lamaze Institute for Normal Birth, visit www.lamaze.org.

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