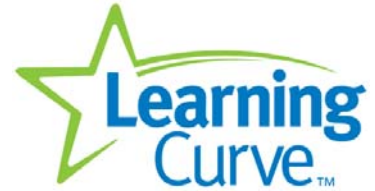


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FOR IMMEDIATE RELEASE

**LEARNING CURVE® EXPANDS ITS PLAY TOWN™ COLLECTION TO OFFER
TODDLERS ENHANCED PRETEND PLAY OPPORTUNITIES**

All-new figures, wooden vehicles, and play sets encourage hours of imaginative play limited only by the boundaries of kids' imaginations!

OAK BROOK, IL—(February 17, 2008) — When you're in Learning Curve's® Play Town, the Town that Play Built, possibilities for creating fun are endless! Without any pre-established design or blueprint, Play Town is an open-ended play system that encourages creativity and innovation in toddlers. Play Town's chunky design and bright primary color palette are visually appealing, and the natural wood pieces signify a quality playset that will stand up to the rough and tumble world of preschool play. 2008 introductions expand its line of wood characters, vehicles, buildings and playsets to include new fantasy collections, as well as new licensed character introductions for additional toddler fun and imaginative play.

Play Town 2008 introductions from Learning Curve

Play Town Licensed Characters

Continuing to blend fantasy with reality for a more dynamic play experience, Play Town is introducing new licensed characters that offer additional play themes and stories for even more hours of fun and fantasy.

Ages: 1+ SRP: \$5.99

Sesame Street – New characters feature Elmo with Dorothy and Super Grover, Zoe & Abby.

Nickelodeon – Introducing Diego & Baby Jaguar, Safari Diego & Erin Elephant, and Cowgirl Dora & Swiper the Bandit

Marvel – New characters feature classic superheroes Spiderman & Spidergirl.

(more)

Play Town School Play Set

The Play Town School comes with Teacher Bonnie and Ralphie the Student and features real wood, a working bell and schoolhouse door, a moveable clock to keep you on time for class, a playground with a working slide and see-saw and a desk to listen, laugh and learn!

Ages: 1+ SRP: \$19.99

Play Town Space Shuttle

Get ready to blast off with the Play Town Space Shuttle! The shuttle comes with Buzz the Astronaut, Orbit the Space Monkey, a removable Space Pod, and features countdown lights and sounds, mission control and astronaut radio voices, as well as a pretend flight and rolling tabletop for additional play options.

Ages: 1+ SRP: \$19.99

Play Town Family Minivan

The Play Town Family Minivan comes with Mom and Jordan figures and can hold up to 5 passengers (including the family dog!). Three doors open on the van for easy load-in and out and a spinning cargo display that changes with your adventure! The wheels on the minivan make a fun clicking noise so you always know when the family is coming and going.

Ages: 1+ SRP: \$14.99

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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