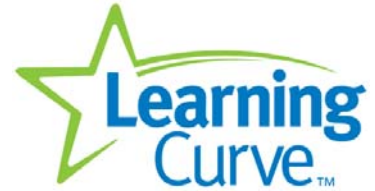


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FOR IMMEDIATE RELEASE

LEARNING CURVE® GETS BACK-TO-THE-BASICS WITH THE INTRODUCTION OF ITS NEW WOODEN TOY COLLECTIONS

New Wooden Toy Assortments Feature Puzzles, John Deere Pull Toys, and Exciting Pretend Play Products.

OAK BROOK, IL—(February 17, 2008)— Learning Curve (www.learningcurve.com) is introducing a whole new line of wooden products in 2008 that bring the basics back to fun! Adding to the Company's selection of toys and activities that engage children in creative, imaginative play, toddlers and preschoolers now have a whole new selection of wood products to enjoy. Featuring fun with puzzle play, push/pull play, and pretend play, these toys offer kids hours of entertainment with toys that encourage imagination and open-ended play opportunities.

Featured wooden toy introductions from Learning Curve:

Wooden String Puzzles

Get two puzzles in one with 2-sided puzzle patterns attached together using the unique feature of strings connecting the pieces, for no more lost pieces! Puzzles include 20 pieces and a wooden tray for convenient storage when not in use, and feature popular kids' themes of John Deere Farm, Adventure and Princess. The final puzzle size when assembled is 10.5" x 8.5". **Ages: 3+. SRP: \$7.99-\$9.99.**

Activity Puzzles

Activity puzzles are fun and challenging for kids, while they work on developing matching skills and fine motor coordination through manipulative activity. Each activity puzzle contains 8 different movable characters attached to the puzzle board, making these a great option for take along travel fun with no lost pieces! Puzzles feature popular kids' themes of John Deere Farm, Adventure and Princess, along with painted and natural wood finishes. **Ages: 3+. SRP: \$12.99-\$14.99.**

(more)

Alphabet Puzzles

Get two puzzles in one with the flip-side design feature that allows kids to flip the puzzle pieces over to experience a whole new puzzle theme. All puzzles feature alphabet learning, plus a picture puzzle design on the flip-side of the pieces. Puzzle pictures feature popular kids' themes of John Deere Farm and Princess, along with painted and natural wood finishes. **Ages: 3+. SRP: \$22.99-\$24.99.**

John Deere Pull Toy Vehicles

Learning Curve combined the classic pull toy, with natural and painted wood finishes, and paired it with the wholesome John Deere license to craft a whole new assortment of pull vehicles for 2008. Pull toys advance gross motor skills, and toddlers will enjoy pulling these vehicles around with them wherever they go!

John Deere Popper Tractor – As the child pulls the John Deere Popper Tractor, the exhaust stacks pop up and down to create the classic click/clack sound on wood popper toys. **Ages: 2+. SRP: \$19.99.**

John Deere Pull & Go Tractor – This tractor features a hidden spring inside that is revealed as the child pulls the tractor for a cool surprise! **Ages: 2+. SRP: \$19.99.**

John Deere Wooden Hay Wagon – This wooden hay wagon features a John Deere tractor that pulls along two successive wagons carrying animals. The wagons feature wobbly wheels that give additional fun and movement to the toy, and two removable wooden animals for extra play and loads of fun! **Ages: 2+. SRP: \$24.99.**

John Deere Truck and Trailer Set

Get vehicle and animal play paired with the wholesome John Deere license with the John Deere wooden Truck and Trailer Set. Truck and Trailer can be played with separately, or hitched together easily by kids. Set includes removable wooden horses for additional play. **Ages: 2+. SRP: \$24.99.**

John Deere Wooden Block Wagon

Get vehicle and classic wood block play all-in-one for a great value and lots of play! The wagon features natural wood and painted detailing, and a truck bed with tipping action. Wagon includes a 30 piece bonus set of unit blocks for additional heavy constructive play. **Ages: 2+. SRP: \$29.99.**

Adventure Zone Wooden Tree House

This four level wooden tree house offers lots of play features to sustain many hours of entertaining pretend play for kids. With painted and natural wood finishes, this tree house stands 30" tall and features two huts, cargo ladder, jungle lift, fire pole, hammock, swings, zip line, and rope ladders that allow for a multitude of play patterns, all within one toy! Also included are two Adventure Zone figures. **Ages: 3+. SRP: \$119.99.**

Happily Ever After Princess Castle

Pretend play just got more regal with the introduction of the new wooden Happily Ever After Princess Castle. Castle opens for 32" of castle play and features a working drawbridge, revolving mirror, balcony play and lots of rooms to provide for hours of imaginative play. Includes Prince and Princess figures, decorative fabric accents, and a natural wooden finish with painted detailing. Additionally, the Castle conveniently folds-up neatly for easy storage after play. **Ages: 3+. SRP: \$84.99.**

(more)

John Deere Big Wooden Barn

Designed for play with most 1:16 scale vehicles, the John Deere Big Wooden Barn measures up to a gigantic 24" x 18" x 18" size when fully assembled, and is packed with fun play features to provide hours of entertaining pretend play for kids. The roof of the barn opens for play on both sides, while the swing-open doors on both ends of the barn, and sliding doors and windows, allow for drive-thru play. The movable loft allows for easy interior access and the addition of 5 bonus fence pieces offer even more fun and play. **Ages: 3+. SRP: \$99.99.**

Big Fence Pack – Sold separately from the Big Wooden Barn. Get additional fence pieces compatible with the Big Wooden Barn to expand your kid's barn yard, or even create your own corral! Each pack contains 8 fence pieces. **Ages: 3+. SRP: \$24.99.**

Victorian Doll House

This Victorian-style wooden Doll House features three levels of play including balconies, opening doors and attic access, and stands at a giant 24" high when assembled. The front of the Doll House opens completely for easy play access and closes when play is done for convenient storage. The wooden Victorian Doll House includes an assortment of furniture, plus two pose-able figures. **Ages: 3+. SRP: \$149.99.**

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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