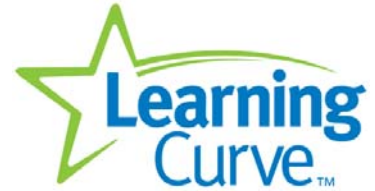


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FOR IMMEDIATE RELEASE

The First Years Brand Introduces Innovative Feeding, Care and Play Products Inspired By Moms at ABC Kids Expo (Booth #7805)

A one of a kind exercise seat and colic massage pad gives mom new natural solutions to calm and soothe baby.

Plus, the only car seat a mother will ever have to buy and a breast pump small enough to fit in your purse!

OAK BROOK, IL—(September 07, 2008)—Learning Curve's The First Years brand (www.learningcurve.com/thefirstyears) of award winning infant and toddler feeding, care, play and gear product lines has just become more impressive. Featured at the 2008 ABC Kids Expo (Booth #7805) all new items reach a new standard in innovation. Learning Curve has always been dedicated to making top quality products available to their customers, so when mothers spoke up about their needs and concerns regarding child care Learning Curve took notes. From a roster of new products that are on the cutting edge of infant innovation to product enhancements designed to address consumer needs, The First Years brand stands out at ABC Kids Expo as the company designing for today's mom.

Beginning with a new logo and brand identity being unveiled for the first time on all packaging, The First Years brand introduces a clean, contemporary new look designed to communicate its leadership position in the infant category. Backing up this brand identity is a line-up of new products unparalleled in quality and innovation.

With the move toward all natural solutions The First Years brand is proud to announce its new colic massage pad used to soothe and calm baby with a circular massage motion and white noise. The new line up also includes a revolutionary exercise seat that supports baby's growth in the first months of their life with a natural back and forth glide to develop motor skills. A new affordable breast pump is quiet and small enough to fit in a purse, making pumping more discreet. Another new item unveiled at ABC Kids Expo is a convertible car seat that grows with your child and can be used from 5-65 lbs. Learning Curve has listened to parents' concerns and is reformulating its popular The First Years branded bottles, including its Soothie

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and Breastflow bottles, so that during the fourth quarter of 2008 BPA free versions of these infant bottles will be available at retail.

Take a tour of The First Years brand ABC Kids Expo product introductions:

The First Years Kickin' Coaster

Happy Feet! Healthy Baby! This seat is the first of its kind and supports a baby's growth in the first months of their life. The kick plate at the base of the seat creates a natural back-and-forth glide exercise – ideal for a baby's developing motor skills, and uses a very natural motion for baby (even at a very young age). Other seats are passive but the Kickin' Coaster is designed to keep baby active with physical activity along with engaging visuals and interactive lights and sounds. The seat also includes a stationary setting, perfect for soothing a baby to sleep with vibrations and twinkling lights.

Ages: Birth up to 25 lbs. SRP: \$69.99

The First Years miPump Basic Single & Double

With over 70 percent of new moms breast feeding –with nothing but comfort, efficiency and ease of use will do in selecting a breast pump. The revolutionary new miPump is compact, sleek and quiet, so it's easy to carry and discreet – up to 60 percent lighter than other pumps on the market and 60 percent faster than other TFY Pumps! It's small enough to carry in your purse and quiet enough that only mom knows she's pumping. A convenient battery option makes pumping on the go a breeze. Moms will love to know that miPump is not only small, quiet and comfortable, it is also affordable.

SRP (Double Pump): \$79.99 SRP (Single Pump): \$59.99

The First Years Colic Massage Pad

Twenty percent of all babies born each year are diagnosed with colic, and 38% of first time moms are concerned about colic before their baby is even born. Parents of colicky babies are desperate to find relief for their baby and themselves. The Colic Massage Pad from The First Years is a natural solution moms are looking for that soothes fussy babies in an innovative way. A battery-operated massage pad relieves colic symptoms with a circular motion, while white noise and vibration help to calm and soothe baby. Best of all, the soft, washable fabric is cozy for baby and easy to clean!

Ages: 0-3 months SRP: \$39.99

The First Years True-Fit Convertible Car Seat Series

The First Years True-Fit Convertible Car Seat is designed to be the best-fitting rear-facing car seat on the market. Competitor's car seats are often too tall to fit properly in a rear-facing position. The True-Fit has a removable headrest that allows for correct rear-facing installation. Once baby is large enough for a forward-facing seat, there is no need to purchase a new one, just re-attach the headrest and turn it around! Safety features include a lower center of gravity to truly fit a 65 lbs child, full EPP foam liner and a no rethread five-point harness for simple adjusting. And, the easy-off pad unsnaps to allow for easy cleaning!

True Fit Convertible Car Seat (C630)

Ages: 5 – 65 lbs. and up to 50 inches SRP: \$199.99

The First Years Deluxe True Fit Convertible Car Seat (C650)

Has all the features of the True Fit Convertible Car Seat; also comes with two position recline in both the front and rear facing positions.

Ages: 5-65 lbs. and up to 50 inches SRP: \$229.00

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The First Years Signature Series True Fit Convertible Car Seat (C670)

Has all the features of the Deluxe True Fit Convertible Car Seat and is the only convertible car seat in the US with an anti-rebound bar to keep baby safe.

Ages: 5-65 lbs. and up to 50 inches SRP: \$269.99

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® 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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