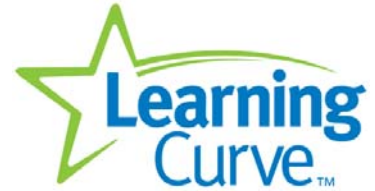


Learning Curve Brands, Inc.  
1111 West 22nd Street  
Suite 320  
Oak Brook, IL 60523  
630.573.7200  
www.learningcurve.com  
NASDAQ: RCRC



**FOR MORE INFORMATION CONTACT:**

Nancy Davies  
Salmon Borre Group  
847.582-1610  
[nancy@salmonborre.com](mailto:nancy@salmonborre.com)

**FOR IMMEDIATE RELEASE**

**THE FIRST YEARS TRUE FIT C630 CONVERTIBLE CAR SEAT RECEIVES  
HIGHEST GIVEN RATING FROM THE NATIONAL HIGHWAY TRAFFIC SAFETY  
ADMINISTRATION**

***C630 Convertible Car Seat earns top honors for a four-star ease of use rating for both rear and front facing positions!***

**OAK BROOK, IL—(October 30, 2008)**— Learning Curve Brands, Inc., a wholly owned subsidiary of RC2 Corporation (NASDAQ: RCRC [www.learningcurve.com](http://www.learningcurve.com)), was recently recognized by the National Highway Traffic Safety Administration (NHTSA), giving The First Years True Fit C630 Convertible Car Seat a four-star Ease of Use rating. The C360 was the only seat to earn a four-star rating in both the rear and front facing positions out of the 22 convertible car seats tested.

The First Years True Fit C630 Convertible Car Seat was rated four stars by NHTSA for its ease of use pertaining to instructions, installation features, labels, and securing the child. To see the convertible seat ratings, visit <http://www.nhtsa.gov/>.

NHTSA is an agency of the Executive Branch of the U.S. Government making it part of the Department of Transportation. Its mission is to “save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity.” All car seats rated by NHTSA meet Federal Safety Standards & strict crash performance standards, but differ in their ease of use. NHTSA believes “an easy to use child restraint can result in more children being properly restrained,” according to agency documents.

“The four-star rating from the NHTSA proves Learning Curve is dedicated to making quality products that make parenting easier,” states Pete Henseler, President of Learning Curve Brands, Inc. “We are proud that our C630 Convertible Car Seat earned the highest Ease of Use ratings given to a convertible car seat. It joins our B510 Booster Seat which earned the highest Ease of Use rating earlier this year, making both seats easy-to-use restraints that can help keep children safe.”

***(more)***

For more information on The First Years True Fit C630 visit: [www.learningcurve.com/truefit](http://www.learningcurve.com/truefit)

**About Learning Curve Brands, Inc.**

**Learning Curve Brands, Inc.** ([www.learningcurve.com](http://www.learningcurve.com)) is a wholly owned subsidiary of **RC2 Corporation** (NASDAQ: RCRC, [www.rc2.com](http://www.rc2.com)) and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant and toddler products. 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](http://www.johnnylightning.com)) and Ertl®, ([www.ertl.com](http://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.

###