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**RC2 BUILDS ON CARING CORNERS® SUCCESS
WITH LINE EXTENSIONS FOR 2009**

*Learning Curve® Brand's Flagship Interactive Dollhouse
Announces Key Line Extensions For 2009*

OAK BROOK, IL (JANUARY 12, 2009) – RC2 Corporation (NASDAQ: RCRC) announces plans to build upon the 2008 success of its **Caring Corners®** line launch with key product extensions designed to further establish Caring Corners as a premier preschool girls' brand. Joining RC2's Learning Curve® Brand line up in 2008, Caring Corners featured the flagship award-winning Mrs. Goodbee Interactive Dollhouse and assorted doll and accessory packs.

In 2009, Caring Corners will expand with the introduction of a special Talking RV and outdoor themed doll and accessory packs. Just as the Caring Corners Interactive Dollhouse helped teach children about sharing, caring and preparing in a fun playful way, the RV and outdoor themed doll packs encourage children to care for the environment and share in the beauty and wonder of nature. These new product line extensions are scheduled to be in retail in the fall of 2009.

“The Caring Corners line definitely has strong appeal with today’s parents,” explains Peter Henseler, President of RC2 Corporation. “All of our research with parents reinforced the importance of having toys that help promote good basic values including caring, sharing and compassion in their children. That is what we set out to deliver at the core of the Caring Corners line. The consumer, retail and media enthusiasm shown for the Mrs. Goodbee Interactive Dollhouse this past holiday season has proven that the Caring Corners message and product line will be able to be expanded in 2009 and beyond.”

About RC2 Corporation

RC2 Corporation (NASDAQ: RCRC, www.rc2.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles and infant products. RC2's infant, toddler and preschool products are marketed under its Learning Curve® (www.learningcurve.com) 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*. RC2 markets its youth and adult products under the Johnny Lightning (www.johnnylightning.com) and ERTL® (www.ertl.com) brands. RC2 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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