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**RC2 ANNOUNCES THAT IT HOLDS WORLDWIDE MASTER TOY  
LICENSING RIGHTS FOR *CHUGGINGTON*™**

*RC2's Learning Curve Brand to Debut Exclusive  
International Chuggington Toy Lines in 2010*

**OAK BROOK, IL – (JANUARY 6, 2009) – RC2 Corporation (NASDAQ: RCRC)** announces that one of its wholly-owned subsidiaries holds multi-year master toy licensing rights for *Chuggington*, the new character-based children's television program created and developed by Ludorum plc.

*Chuggington* debuted in the UK on the BBC2's Cbeebies children's channel in the Fall of 2008, quickly achieved strong ratings and will now be seen daily on the main Cbeebies' afternoon preschool block beginning January 5, 2009. While expanding broadcast in the UK, *Chuggington* is also scheduled to air in 100 additional international TV markets in 2009. The RC2 subsidiary, which holds the master toy licensing rights, has contributed 50% of *Chuggington's* development costs and holds 50% of *Chuggington's* intellectual property rights.

Entertainment, learning, sharing and enjoyment are at the heart of *Chuggington*. *Chuggington* features a diverse cast of train friends including engines Wilson, Brewster and Koko who come to life on TV and across multiple digital formats through the use of CGI technology. With a target audience of pre- and early-school boys and girls, *Chuggington* is a property that has been designed from the start to have an expansive interactive online, play and learning component that would engage children, be approved by parents and provide the same quality experience derived from the TV show. *Chuggington* has also been conceived to cross over into other categories, including books and toys. As the global master toy licensee, RC2's Learning Curve brand plans to debut its exclusive international *Chuggington* toy line in 2010.

"Television ratings and focus groups have already shown that *Chuggington* resonates with and delights young children and their mothers," said Peter Henseler, President of RC2 Corporation. We are developing innovative play and learning products that tap into the multi-faceted aspects of this brand. Being an early and key partner with this international property positions us to be a contributing force in *Chuggington's* exploding worldwide popularity."

### **About RC2 Corporation**

RC2 Corporation (NASDAQ: RCRC, [www.rc2.com](http://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](http://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](http://www.johnnylightning.com)) and ERTL® ([www.ertl.com](http://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.

### **Forward-looking Statements**

Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "could," "expect," "intend," "may," "plans," "potential," "target," "should," "will," "could" and "would." Such forward-looking statements are inherently subject to known and unknown risks and uncertainties. The Company's actual results and future developments could differ materially from the results or developments expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

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