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RC2 CORPORATION ANNOUNCES COMMON STOCK OFFERING

Oak Brook, IL - July 29, 2009 - RC2 Corporation (NASDAQ:RCRC) announced today that it has commenced a public offering of 3,000,000 shares of common stock. RC2 Corporation will grant the underwriters in the offering an option to purchase up to 450,000 additional shares of common stock at the same price per share to cover any over-allotments.

RC2 Corporation expects to use the net proceeds from the offering for general corporate and working capital purposes, including the potential repayment of long-term debt and the funding of future acquisitions.

Robert W. Baird & Co. will act as the lead underwriter for the offering. BMO Capital Markets and Needham & Company will act as co-managers for the offering. The offering is being made only by means of a prospectus and related prospectus supplement, copies of which may be obtained from the offices of Robert W. Baird & Co. Incorporated, 777 East Wisconsin Avenue, 28th Floor, Milwaukee, Wisconsin 53202-5391, or by calling 1-800-792-2413. Electronic copies of the prospectus and the prospectus supplement are available on the Securities and Exchange Commission's Web site at www.sec.gov.

The shares are being offered pursuant to an effective registration statement. This press release does not constitute an offer to sell these securities or a solicitation of an offer to buy these securities, nor shall there be any sale of these securities in any state or jurisdiction in which such an offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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, 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.