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**RC2'S LEARNING CURVE® BRAND TO DEBUT
HIGHLY-ANTICIPATED, READING-POWERED *SUPER WHY!* PRESCHOOL TOYS
AND ELECTRONIC LEARNING AIDS
BASED ON THE POPULAR PBS KIDS® SHOW**

OAK BROOK, IL (JANUARY 20, 2009) – Interest and demand from retailers and consumers alike is building for the exciting introductory line of *Super WHY!* preschool toys and electronic learning aids (ELAs) from **RC2 Corporation (NASDAQ: RCRC)**. The debut range of these fun, adorable and educational plush toys, figures, vehicles, play sets and ELAs from RC2's **Learning Curve® Brand** based on the popular PBS KIDS® series is expected to be strongly supported by U.S. retailers with a planned roll-out set for mid-2009.

Super WHY! is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The program represents an innovative approach to educational television, featuring a team of superhero characters with literacy-based powers, who jump into books to look for answers to everyday problems. The popular Emmy® nominated interactive animated program from **Out of the Blue Enterprises** reaches fans from coast to coast each weekday.

Learning Curve's new *Super WHY!* product line translates the TV show's unique reading education mission into products rich with learning features and content, helping children develop vital literacy skills and become life-long readers. The products complement Learning Curve's commitment to offer consumers the latest in developmental toys, while delivering fun play experiences.

“The excitement surrounding the introduction of the *Super WHY!* line of preschool toys and electronic learning aids has been outstanding,” said Peter Henseler, President of RC2 Corporation. “Both Out of the Blue and RC2 have been receiving inquiries from parents for months wondering when they'll be able to purchase *Super WHY!* products for their children. Our teams have been working closely together to ensure that the products we bring to market are not only fun for kids, but also help boost their reading abilities. We expect *Super WHY!* to be one of the strong highlights of the 2009 toy season and for years to come. Based on its considerable appeal among parents and children, *Super WHY!* is already showing it has the right stuff to be a modern day success with classic appeal.”

“We are thrilled to be working with RC2 to put our new *Super WHY!* product in the hands of budding readers everywhere,” said Samantha Freeman, Co-Creator and Executive Producer of the series. “We’ve been thrilled with the high level of demand for the new offerings among retailers, parents and caregivers and we are excited to bring the series and its reading-focused mission to the next plateau. Like the TV series, these new playthings are specifically designed to spark a life-long love of reading among children – even as they’re busy having fun interacting with them.”

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.

About Out of the Blue Enterprises

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children’s entertainment properties under the direction of a proven management team led by Co-Founders Angela C. Santomero, M.A. developmental Psychology from Teachers College, Columbia University and a Creator of the preschool entertainment phenomenon, *Blue’s Clues*, and Samantha Freeman, MBA from Harvard Business School and former Nickelodeon entertainment executive with extensive children’s marketing experience. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products. In doing so, Out of the Blue stimulates the minds of kids and families, involves them in fresh and original ways and elevates their educational entertainment experiences to a whole new level.

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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