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RC2'S THE FIRST YEARS® BRAND INTRODUCES AGGRESSIVE NEW LINE UP OF PRODUCTS FOR BABY AND MOTHER

Consumer Insights Drive New Product Innovations

OAK BROOK, IL (JANUARY 7, 2009) – **RC2 Corporation, (NASDAQ: RCRC)** a leader in mother, infant and toddler products, will continue to focus on development in the feeding and care categories in 2009 through its award-winning **The First Years** brand. Innovative products, expanded digital marketing programs and a clean, contemporary new look for packaging are designed to reinforce The First Years leadership position.

Highlighting the 2009 introductions is the new The First Years **miPump™ Breast Pump**. Sleek, affordable, comfortable, quiet and compact enough to carry in a purse, miPump is 60% lighter than comparable pumps on the market.

The First Years will introduce a premium version of its **True Fit™ Convertible Car Seat, the C670**. This version of the True Fit convertible car seat features an Anti-Rebound bar for extra protection in the case of a frontal or rear collision.

“Happy feet, healthy baby” describes **Kickin’ Coaster™**, the first of its kind seat that keeps baby active with a kick plate at the base, creating a natural back-and-forth glide exercise.

The **Colic Massage Pad** is a natural solution for helping babies with symptoms of colic. A battery-operated soft pad helps calm babies with a circular massaging motion, gentle vibration, and soothing white noise.

The First Years is also expanding its American Red Cross wellness and safety line with a full compliment of products which includes the new **American Red Cross Soothing Baby Scale** with large digital readout, memory recall and soothing music option.

Additionally, RC2 will expand its personal body care product lines this year with **Lamaze® Body Care** and **Bella B® Baby Bee** lotions and creams.

“We spend a good deal of time listening to expectant and new mothers to better understand their parenting needs,” states Pete Henseler, President of RC2 Corporation. “We have used all of these insights to help us put forward one of our most aggressive new product lines in several years. With moms’ insights as our guideposts, we are pleased to deliver products that cut through the clutter and provide product enhancements designed to address the needs of today’s families.”

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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