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RC2 Announces Appointment of Joan K. Chow to its Board of Directors

Oak Brook, IL – March 3, 2010 – RC2 Corporation (NASDAQ: RCRC) today announced that Joan K. Chow has been appointed to the Company's Board of Directors. Ms. Chow is the Executive Vice President and Chief Marketing Officer of ConAgra Foods, Inc. (NYSE: CAG), a top food maker, offering packaged and frozen foods and one of the country's largest foodservice suppliers. Ms. Chow was recently named a 2009 Marketer of the Year by *Brandweek Magazine*.

Prior to joining ConAgra, Ms. Chow was Senior Vice President and Chief Marketing Officer of Sears, Roebuck & Co., and held leadership roles at Information Resources, Inc. and Johnson & Johnson. Ms. Chow earned her MBA from the Wharton School of the University of Pennsylvania and her bachelor's degree in linguistics from Cornell University.

Curt Stoelting, Chief Executive Officer, stated, "We are pleased to welcome Joan Chow to our Board of Directors. Joan is a leader and marketing innovator with a proven track record of growing brands and connecting with consumers. She'll bring a fresh perspective to our board."

The appointment of Ms. Chow will temporarily increase the size of RC2's Board of Directors pending a planned retirement of a current director, Dan Wright, in May of this year.

Company Description

RC2 Corporation (NASDAQ: RCRC, www.rc2.com) is a leading designer, producer and marketer of a broad range of innovative, high-quality products for mothers, infants and toddlers as well as toys and collectible products sold to preschoolers, youths and adults. RC2's mother, infant, toddler and preschool products are primarily 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*, *Super WHY!*, *Chuggington*, *Dinosaur Train*, John Deere, Disney's *Winnie the Pooh*, *Princesses*, *Cars*, *Fairies* and *Toy Story*, and other well known properties. 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, Asia Pacific and South America.