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FOR IMMEDIATE RELEASE

RC2'S LEARNING CURVE® BRANDS LAUNCHES CHUGGINGTON™ TOY LINE IN INTERNATIONAL MARKETS

Chuggington, already a television success throughout Europe and Asia, is set to debut in the USA on January 18, 2010 on Playhouse Disney

OAK BROOK, IL – (JANUARY 14, 2010) Learning Curve Brands, Inc. (www.learningcurve.com), a wholly owned subsidiary of **RC2 Corporation (NASDAQ: RCRC)** and a leader in creating innovative toys for children of all ages, announces the international launch of its *Chuggington* toy line. Inspired by the new, train-centric series, Learning Curve's *Chuggington* product line includes an initial focus on a range of action-packed playsets and collectible die-cast engines. The line will soon be available in international markets, notably in the UK, Germany, France, Japan, Australia and Canada.

The *Chuggington* TV series, already a ratings standout with major television broadcasters globally, makes its USA television premiere on January 18, 2010 on the Disney Channel's Playhouse Disney, where it is scheduled to air six times per week. The show is also complemented by fully immersive interactive websites at both www.disneyplayhouse.com and www.chuggington.com.

Capturing the show's unique look, excitement and energetic characters, Learning Curve's initial *Chuggington* toy line delivers time-honored train play while reflecting the key destinations and core developmental messages of the feature-quality CGI series. The line also offers preschoolers a chance to take part in the adventures of the show's three young trainee engines: Wilson, Koko and Brewster. Key items from Learning Curve's initial *Chuggington* toy line include over 20 die-cast engines, the Launch & Go Roundhouse Playset, the Fix & Go Repair Shed Playset, the Wilson Carry Case and the Training Yard with Loop Playset. Two additional exciting new product lines are planned for introduction later in 2010.

"The anticipation surrounding the introduction of our *Chuggington* line has been outstanding," said Peter Henseler, President of Learning Curve Brands. "With strong interest from children and parents alike, we are thrilled to introduce our international customers and *Chuggington* fans to a line of innovative products that combines role play with train play to create new and exciting experiences. With the Playhouse Disney television debut and *Chuggington*'s continuing success abroad, we look for *Chuggington* to be a big seller in 2010 in our international preschool play category and again in 2011 when we plan to launch *Chuggington* toys in the USA."

In addition to its *Chuggington* master toy licensing rights, RC2 holds a 50 percent interest in *Chuggington*'s intellectual property rights.

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About Chuggington™

Chuggington is a computer generated 3D series as well as a fully immersive interactive website. The series follows the adventures of Wilson, Brewster and Koko, trainee engines, each with their own unique personality and learning style. The series is set in a world much like our own with cities, villages and diverse cultures and geography. Entertainment and enjoyment is at the heart of *Chuggington*, but embedded within each story are important educational and developmental messages centered on learning and social-emotional development. The series is directed by Sarah Ball, who won a BAFTA award for her work as a director and writer of *Bob the Builder™*. The property was conceived to seamlessly integrate television, books and interactive view-and-play. *Chuggington* was created by Ludorum, a global media company that builds quality children's entertainment franchises. Further information about *Chuggington* is available at www.chuggington.com; additional information about Ludorum can be found at www.ludorum.com.

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 and toddler 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*, *Chuggington*, *Dinosaur Train*, *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.

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" 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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