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FOR IMMEDIATE RELEASE

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LEARNING CURVE ANNOUNCES NEW WEB SITE LAUNCH TO BETTER SERVICE ITS CONSUMERS

OAK BROOK, IL—(March 26, 2007)—Learning Curve Brands, Inc. today announced the re-launch of its web site www.learningcurve.com. Aligning with the Company's strategy to focus on higher growth product categories in the infant, toddler, and preschool market, the new learningcurve.com web site is designed to facilitate connectivity and grow relationships with moms, ranging from those who are expecting through those with preschoolers.

Implementing IBM's WebSphere technology suite, the new learningcurve.com web site includes expanded features to be a valuable, improved information resource for moms, such as:

- A wide range of age-specific brands including: The First Years by Learning Curve, Lamaze, Soothie, Breastflow, John Deere Kids, *Thomas & Friends* and *Bob the Builder*.
- A Parents Council area offering parents access to expanded features including special articles, news, consumer promotions
- An optimized navigation system that allows parents to look for products and content by specific need, age or brand
- The ability for parents to submit and review product feedback
- An easy-to-create wishlist of Learning Curve products
- Easy shopping resources which include a store locator and a shopping section where customers can purchase online with ease

"We're excited about the deployment of IBM's WebSphere technology suite as the basis for our new digital marketing platform. We reviewed many potential portal, content and commerce solutions, both from a technology and solution provider perspective, and ultimately we felt that IBM's WebSphere suite offered us the best functionality in a single, integrated framework." said Paul Kallis, Vice President of Digital Media for Learning Curve.

About Learning Curve Brands, Inc.

Learning Curve Brands, Inc. (www.learningcurve.com) is a wholly owned subsidiary of **RC2 Corporation** (NASDAQ: RCRC, www.rc2.com) and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant products that are targeted to consumers of all ages. Learning Curve Brands, Inc. markets its infant, toddler and preschool products under its Learning Curve® family of brands which includes The First Years® by Learning Curve 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*. The Company's youth and adult products are marketed under the Johnny Lightning® (www.johnnylightning.com) and Ertl®, (www.ertl.com) brands. Learning Curve Brands, Inc. reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

(more)



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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.