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**MINICLIP AND JOHNNY LIGHTNING[®] ANNOUNCE THE LAUNCH
OF THE NEW BATTLE WHEELS[™] GAME**

*New Online Game Created by Miniclip Introduces Battle Wheels and
Employs 3-D Gaming While Accurately Modeling Warriors Directly From Battle
Wheels Toys on Shelves*

Oak Brook, IL and New York, NY – (Aug 27, 2007) – RC2's Johnny Lightning brand www.johnnylightning.com and Miniclip www.miniclip.com, the Internet's largest online games web site with 36 million game players, today announced the launch of the new online game called *Battle Wheels* – a highly anticipated new interactive game where kids can experience thrilling realistic combat online.

The new *Battle Wheels* game on Miniclip allows gamers to 'battle' each other's warriors in a high quality gaming arena in single or multi-player game modes. Gamers can construct their own warrior to have individual super powers, outlandish armors, and can utilize special codes obtained from the in-store toy packaging to increase their warrior's fighting power and skills.

"More and more, advertisers have been opting to go the entertainment and advergaming route, which essentially allows them to design a tailored game around a product or brand and directly target an engaged audience," said Rob Small, CEO Miniclip. "In this case, RC2 asked Miniclip to create a new game that would extend *Battle Wheels* into the virtual world and make it come to life for kids all over the world."

"Research found that online gaming was a key component to connecting to our core *Battle Wheels* consumer," says Paul Kallis, Vice President of Digital Media, "and with the strength and expertise of Miniclip, we have been able to pioneer an innovative way to incorporate the online media support for one of our new product launches."

(more)



The remote controlled *Battle Wheels* toys (www.thebattlewheels.com) are high-speed radio controlled combat warriors that combine the speed and excitement of modern electronic gaming with the smashing action of physical combat, and will be available in mass retailers nationwide in the fall of 2007. The toys come with a special code / password on the box which, when entered into the game on Miniclip, will grant gamers access to the extraordinary 'golden armor' in the game.

Miniclip.com is an all-in-one, high-quality entertainment destination to play online games, participate in virtual communities and watch cartoons. Miniclip.com is known by gamers ranging in ages from 13-29 around the world as being the place for quality, high bandwidth interactive entertainment.

About Miniclip.com

Miniclip.com www.miniclip.com is the world's largest online games website with 34 million unique users per month – Google Analytics Dec 2006. Miniclip.com games are the most played online games and are syndicated across more websites than any others. Miniclip.com games are extremely popular because they are fun, free, easy to use and include the full range from casual games to hard-core massive multiplayer games. Miniclip.com is one of the Internet's top broadband websites with 98% of its users on high bandwidth connections. Miniclip.com was launched in 2001, has experienced explosive growth and is the largest website in private hands. Miniclip also won the prestigious Webby Peoples Voice Award, the "Oscars of the Internet" for the Internet's best game site for the past three consecutive years.

About RC2

RC2 Corporation (NASDAQ: RCRC, www.rc2.com) 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.

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.