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LEARNING CURVE INTRODUCES PLAY TOWN™, A NEW WORLD OF CLASSIC, OPEN-ENDED FUN

Learning Curve's newest brand features classic wood detailing combined with an open-ended play pattern and creative design.

OAK BROOK, IL—(February 12, 2007)—When you're in Play Town™, the possibilities for creating fun are endless! Learning Curve's® Play Town puts a new face on a classic play pattern, offering an entire line of wood characters, vehicles, buildings and playsets. Toddlers and preschoolers will love constructing their own version of Play Town from these imaginative sets. Play Town's chunky design and bright primary color palette are visually appealing, and the natural wood pieces signify a quality playset that will stand up to the rough and tumble world of preschool play.

Playsets are the backbone of the Play Town world – containing a little bit of everything needed to start creating a town of one's own. The Family House set includes Mom, Dad and Baby, furniture, a garden, an attic storage area, a balcony, a working doorbell and a swinging front door. But this is only a jumping-off point in planning and building your town.

Without any pre-established design or blueprint, Play Town is an open-ended playset that encourages creativity and innovation in toddlers. Children are limited only by the boundaries of their imagination! Play Town will provide hours of dynamic entertainment and the free-form design means that children will never create the same town twice!

"The best part about Play Town is that the world can grow and expand by simply adding more pieces," said Julie Gwaltney, Managing Director of Learning Curve. "An extra building or character can open up entirely new avenues for play."

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Play Town staples include realistic places and vehicles such as the Garage, the Veterinarian, a Fire Truck and a School Bus. But there is a fantasy element to the line as well with a Pirate Ship set, a Princess Carriage and characters to match. Play Town also offers some licensed characters to give the inhabitants a little excitement; Wolverine, Captain America, Spiderman and The Hulk form the superhero contingent. In addition, there are Sesame Street and Nickelodeon characters available, allowing kids to blend fantasy with reality for a truly imaginative play time activity.

Learning Curve's offerings for 2007 include:

Characters: Character assortments include wood figures and a Play Town board book. They feature characters like mom, dad and children, a doctor, nurse, fireman, policeman and robber, princesses, and popular fantasy characters from Sesame Street, Marvel and Nickelodeon. **Ages 1 and up. SRP: \$4.99 to \$5.99**

Vehicles: Play Town vehicles feature wood designs and include a Play Town boardbook. Featured vehicles include the princess carriage, fire truck, and the school bus. All vehicles feature wood and come with two wood figures and a Play Town board book. **Ages 1 and up. SRP: \$14.99 to \$19.99**

Play Town Featured Playsets:

Play Town Family House Playset

Every Play Town resident needs a place to live, and the Family House Playset is the perfect home for a loving family. This two-story house has everything you need to keep your Play Town characters comfortable, including a bed, table, two chairs and a cradle for baby! This sturdy playset features wooden pillars and accents, a working front door, working doorbell and a balcony. There's even a garden and an attic for storing all your possessions. Includes Mom, Dad, Baby character pieces, and a bonus Play Town Sound Book. **Ages 1 and up. SRP: \$34.99**

Play Town Garage Playset

Citizens of Play Town love their cars and need a place to keep them in top condition. With the Garage Playset you can get your car repaired, gas up and get back on the road. The "Fix 'N Fuel" garage features a working mechanical lift and gas pump and has wooden parts and accents. The playset comes with a removable sign, tow truck and Mike the Mechanic, and a Play Town board book. **Ages 1 and up. SRP: \$14.99**

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Play Town Pet Care Playset

Play Town pets also have their own Pet Care Center where they can go when it's time for a shampoo or a vet check-up by Dr. Laura, the town veterinarian. The Pet Care Center opens up on both sides and features the x-ray area on one side, and on the other side, the grooming area featuring a removable shower/dryer nozzle. Includes veterinarian, cat and bunny characters, and a Play Town board book. **Ages 1 and up. SRP: \$14.99.**

Play Town Pirate Ship Playset

Buccaneers have made their way to Play Town and they've got their very own Pirate Ship. This interactive playset features an anchor that raises and lowers, a cannon ball launcher, and a plank that extends out over the edge of the ship! There is also a moving telescope to keep watch. Wheels on the bottom of the ship simulate the movement of sailing on the ocean. The set includes Pirate and First Mate characters a removable treasure chest and a Play Town bonus Sound Book **Ages 1 and up. SRP: \$24.99**

About RC2 Corporation

RC2 Corporation (www.rc2.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant care products that are targeted to consumers of all ages. RC2's infant, toddler and preschool products are marketed under its Learning Curve® (www.learningcurve.com) 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*. RC2 markets its boys' toys and collectible 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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