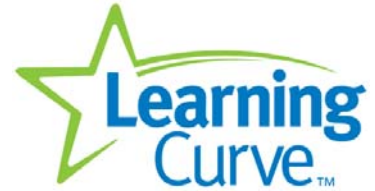


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FOR IMMEDIATE RELEASE

## Learning Curve Brands Unveils Innovative Tummy Time Product at ABC Kids Expo

*Learning Curve expands award-winning Lamaze brand by addressing key infant and parent needs.  
(Booth #7805)*

**OAK BROOK, IL —(September 07, 2008)—** Surf's up! Learning Curve ([www.learningcurve.com](http://www.learningcurve.com)) is making waves at the 2008 ABC Kids Expo (Booth #7805) with a host of innovative new items, spearheaded by the Lamaze Spin and Explore the Sea Gym™. This new design puts a unique spin on tummy play and was developed with pediatricians, reviewed by child development experts, and is sure to be loved by moms as it encourages vital tummy time activity in a comfortable yet developmentally appropriate environment.

Tummy time is a crucial activity for all newborns as it promotes muscle development in the neck and shoulders, helps prevent tight neck muscles and the development of flat areas on the back of the baby's head, and helps build the muscles baby needs to roll, sit, and crawl. A new study by the American Physical Therapy Association (APTA) shows that nearly 2/3 of physical therapists (out of 400 surveyed) have seen an increase in early motor delays in infants over the past six years due to the lack of tummy time. Experts recommend babies should be placed on their stomachs after every nap, diaper change, and feeding starting with 1-2 minutes in order to avoid delayed motor skill development and skull deformation ([www.apta.org](http://www.apta.org)).

Learning Curve is dedicated to bringing parents products that focus on infant development starting at birth. With the new Lamaze Spin and Explore the Sea Gym™ babies can comfortably spin around on their tummies, stretching and building upper bodies while exploring lots of squeaky, crinkly, tactile fun.

In addition to the innovative Lamaze Spin and Explore the Sea Gym, Learning Curve has also added to its Lamaze Play and Grow line, Lamaze Tunes family, and more, rounding out this award-winning and sought-after developmental brand. The highlights for 2008 ABC Kids Expo include:

*(more)*

**Lamaze Spin & Explore the Sea Gym™ by Learning Curve**

Spin and Explore the Sea Gym™ puts a unique spin on tummy time play, an important developmental phase for all newborns; developed with pediatricians, reviewed by child development experts and loved by moms. The new oversized cushioned base is shaped like a surf board while brightly colored fish, turtles, and even a dolphin “swim” around keeping baby stimulated. It is also removable and allows babies to comfortably spin around on their tummies, stretching and building upper bodies while exploring lots of squeaky, crinkly, tactile fun. Fun features include mirror starfish for self discovery, crinkle peek-a-boo flaps, a squeaker and rattle for auditory development, and loops to easily attach additional toys.

**Ages: Birth and up. SRP: \$49.99**

**Lamaze Elephant Tunes™**

The most advanced musical plush in the Lamaze Tunes collection! This pink elephant allows baby to play musical notes on the trunk and also record and play back musical notes on the feet. A song book is included to teach basic pieces of music, and baby will love the bright color patterns and crinkles. A great interactive music toy! **Ages: Birth and up. SRP: \$24.99**

**Lamaze Lights and Sounds Wrap and Go Flower by Learning Curve**

Spring will always be in bloom with this color blossom! A flashlight feature produces visual stimulation while baby keeps the beat with music. The flower bends making it easy to attach to crib rails or carriers for portable fun. **Ages: Birth and up. SRP: \$19.99**

**Lamaze Stack, Roll and Crawl Ball by Learning Curve**

It's three toys in one! These colorful rings stack to form a multi-colored ball with rattle beads on top. Take it apart and it transforms from stacking rings to a ball toy to a crawl toy, encouraging crawling and developing motor skills. **Ages: 9 months and up. SRP: \$19.99**

**Lamaze Discovery Pyramid by Learning Curve**

Another great tummy time toy, this easy to hold pyramid features different scenes on each side for baby to explore. There is even a mirror for self discovery and the tumbling motion encourages crawling.

**Ages: Birth and up. SRP: \$24.99**

**Lamaze Busy Bug by Learning Curve**

This bendy bug character will put a smile on any face. As baby “swats” at him he rattles. Suctions cups attach to any flat surface making this “pest” great for on the go or for engaging baby during meal time.

**Ages: 6 months and up. SRP: \$16.99**

**LAMAZE PLAY AND GROW by Learning Curve****Lamaze Princess Sophie**

Royalty never looked (or felt) so good! Princess Sophie holds her jewels (clacking beads) in her hands for baby to play with and her skirt crinkles to keep baby's interest. Her bold colors and contrast prints help with visual stimulation and development. **Ages: Birth and up. SRP: \$13.99**

**Lamaze Kerry the Fairy**

Kerry the Fairy will flutter with you everywhere, her portable clip means take along fun on the fly. This plush toy's interactive features include a multi-colored rattle and crinkle wings for endless discovery play.

**Ages: Birth and up. SRP: \$13.99**

*(more)*

**Lamaze Adrian the Alien**

Adrian is full of out of this world fun! This loveable alien comes equipped with a rattle, crinkle, squeaker, and a mirror to keep baby engaged. Adrian's spaceship holds a special treat—a teething star is attached to the bottom to sooth baby's gums. **Ages: Birth and up. SRP: \$13.99**

**About Learning Curve Brands, Inc.**

**Learning Curve Brands, Inc.** ([www.learningcurve.com](http://www.learningcurve.com)) is a wholly owned subsidiary of **RC2 Corporation** (NASDAQ: RCRC, [www.rc2.com](http://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](http://www.johnnylightning.com)) and Ertl®, ([www.ertl.com](http://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.

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