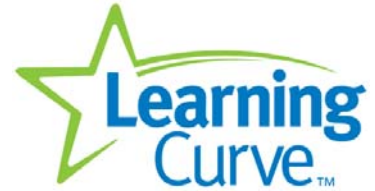


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FOR IMMEDIATE RELEASE

**FOUR CENTURIES AFTER ITS INVENTION,
THE DOLLHOUSE IS RE-ENVISIONED BY LEARNING CURVE™**

The Caring Corners™ Mrs. Goodbee™ Dollhouse makes its 2008 Toy Fair debut as the first interactive dollhouse to come alive – reinforcing positive life lessons through play.

OAK BROOK, IL – (February 17, 2008) – A beloved toy since its invention in Germany in the 17th century, the classic dollhouse is reinvented by Learning Curve. Under the innovative eye of Learning Curve, the all-new, character-based Caring Corners™ Mrs. Goodbee™ Interactive Dollhouse virtually comes alive to guide children through play. Meet Mrs. Goodbee, the character whose eyes pop open from behind the shutters, whose lips light up when a child rings her doorbell and whose voice provides the heart and soul of this extraordinary dollhouse. With more than 400 activities, songs, words and sounds, Mrs. Goodbee encourages fun and exploration while integrating lessons of caring, sharing and preparing for responsibility.

From a parent's point-of-view, Mrs. Goodbee's interactive play pattern fosters caring, sharing and preparing for responsibility and instills these attributes in a way that traditional toys cannot match. Ten "hot spots" located throughout the house leverage interactive technology to set up "response-driven scenarios" for children that promote positive behaviors. For example, if a child hears a crying baby and then puts the baby doll into the cradle and rocks it, a soothing lullaby will play and Mrs. Goodbee will compliment the child on how well she handled the situation.

From a child's point-of-view, Mrs. Goodbee's friendly voice helps shape the play and provides fun surprises by actually "knowing" what the child does. Another benefit is that Mrs. Goodbee's Dollhouse offers the most play space of any dollhouse in its category – twelve different rooms! The unique, tri-fold design (Patent Pending) unfolds to six rooms on each side of the house, which means two children can play at once. Plus the expansive house folds into a manageable size when not in use. The best part: secret passageways and turnstiles allow children to pass objects from one side of the home to the other like magic!

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“This is so much more than a talking dollhouse,” states Jerry Perez, general manager of Learning Curve West, a new division of Learning Curve Brands, Inc. “Mrs. Goodbee gently guides and responds to the child’s natural play, creating a whole new level of interactivity for preschoolers. It’s a smart use of technology that enhances playtime while instilling positive social and emotional responses in young children.”

Designed by Experts—Moms and Dr. Michele Borba

Studies show that parents today are just as concerned with developing their child’s sense of moral values and responsibility as they are reading and writing. They are more dedicated than ever to finding ways to build social, emotional and moral intelligence in their children.

Learning Curve conducted extensive research into the developmental and play process in young children to understand how they could help parents achieve those goals. During the concept and design phase for Caring Corners, Learning Curve enlisted the help of Dr. Michele Borba. Dr. Borba is a child development expert, noted author of 22 books including *Building Moral Intelligence*, and appears regularly as a parent expert on NBC’s *Today*.

Dr. Borba helped build in features—both imaginative play and technology based—that are designed to encourage positive social play in children. The result is a fun, kid-friendly dollhouse that also reinforces positive behaviors like sharing, good manners and being responsible around the house.

“Caring, sharing and preparing a child for real-life responsibilities are some of the most important values that a parent can instill in a young child,” says Dr. Borba. “The Mrs. Goodbee Dollhouse provides these moral building blocks in a play pattern that is fun for children and helpful for parents.”

Extending the Play—Online and Into the Real World

Learning Curve ensures the fun and learning continue beyond Mrs. Goodbee’s Dollhouse with a full-scale, online Caring Corners experience. This “safe haven” Web destination for parents and their children will provide age-appropriate games and fun online activities. The online experience will echo the positive caring, sharing and preparing for responsibility attributes encouraged during role play with Mrs. Goodbee’s Dollhouse.

Inside every dollhouse box, Learning Curve includes a “Raising a Caring Corners Kid” Parent Guide. This helpful booklet, created in conjunction with Dr. Borba, provides parents with playtime thought starters. In addition, the Parent Guide gives specific “real world” examples of caring, sharing and preparing for responsibility so parents can encourage these outside of play.

Welcome to the World of Caring Corners

The Caring Corners Mrs. Goodbee Interactive Dollhouse is the introductory product in this all-new world of preschool play from Learning Curve. The dollhouse comes with three dolls: a girl, baby and pet. Special playset packs let children add a diverse range of dolls and accessories to add to the fun. Every playset includes a doll, so they can be added to the dollhouse or played with as stand-alone toys. The Caring Corners dollhouse and doll playset packs will be available at retail in Q3 2008. The new for 2008 product line includes:

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Caring Corners™ Mrs. Goodbee™ Interactive Dollhouse from Learning Curve: This innovative, interactive dollhouse virtually comes alive to guide children through play and reinforce positive life lessons. Meet Mrs. Goodbee, the heart and soul of the dollhouse, as her friendly voice guides preschoolers on a never-ending role play adventure in this spacious 12-room dollhouse. A unique tri-fold design delivers the most play space of any dollhouse in its category and lets two children play comfortably at once. Once inside, kids will discover fun dollhouse features including foldaway bunk beds and secret passageways, as well as ten “hot spots” where Mrs. Goodbee’s voice actually guides activity and responds according to what the child does. Close the blinds in the bedroom and it becomes night, inspiring a different set of activities and fun. Kids will love the expansive dollhouse and the more than 400 activities, songs, words and sounds. Parents will appreciate that all the activities are designed to encourage caring, sharing and preparing for responsibilities, sparking emotional intelligence and helping give their little ones important skills for life. **Ages 3 & up. SRP: \$79.99.**

Caring Corners Accessory packs: Each figure pack includes a doll so they can be played with alone or in conjunction with Mrs. Goodbee. All accessory packs feature a caring, sharing or preparing for responsibility theme or activity to help reinforce these messages and skills in children. Packs are sold separately and available in three sizes ranging from \$5.99 to \$14.99.

Family Assortment Accessory Packs: Ages 3+. SRP: \$5.99 ea.

- **Helping with Groceries** – Available Summer 2008.
- **Fix-It Fun** – Available Fall 2008.
- **Baking Cookies** – Available Fall 2008.
- **Strolling with Baby** – Available Summer 2008.

Friends Assortment Accessory Packs: Ages 3+. SRP: \$9.99 ea.

- **Pajama Party** – Available Fall 2008.
- **Princess Play Date** – Available Summer 2008.
- **Lil’ Miss Poodle** – Available Summer 2008.

Fun Times Assortment Accessory Packs: Ages 3+. SRP: \$9.99 ea.

- **Family Night** – Available Fall 2008.
- **Pet Playground** – Available Summer 2008.
- **Party Time!** – Available Fall 2008.

Special Moments Assortment Accessory Packs: Ages 3+. SRP: \$14.99 ea.

- **A Book at Bedtime** – Available Summer 2008.
- **Table Manners** – Available Summer 2008.

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®

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(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.

About Dr. Michele Borba

Michele Borba, Ed.D. is an internationally renowned educator who is recognized for her practical, solution-based strategies to strengthen child's behavior, self-esteem, character, and social development. Dr. Borba is the award-winning author of 22 books including *Nobody Likes Me, Everybody Hates Me!*; *No More Misbehavin': 38 Difficult Behaviors and How to Stop Them*; *Don't Give Me That Attitude!*; *12 Simple Secrets Real Moms Know*; *Building Moral Intelligence*, cited by Publishers' Weekly as "among the most noteworthy of 2001"; and *Parents Do Make A Difference*, selected by Child Magazine as "Outstanding Parenting Book of 1999." Her numerous awards include the *National Educator Award*, and *Outstanding Contribution to the Educational Profession*, presented by the Bureau of Education and Research. She is a contributor to iVillage, advisory board member for Parents magazine, and guest expert on CNN Headlines News, Fox Headline News, The View, and The Early Show. She has spoken to over one million parents and educators on four continents and appears regularly as a parent expert on NBC's Today show.

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