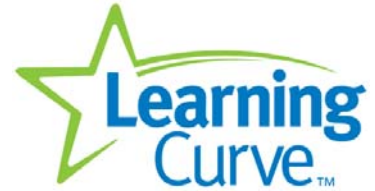


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FOR IMMEDIATE RELEASE

CARING CORNERS™ MRS. GOODBEE™ DOLLHOUSE REINFORCES VALUABLE SOCIO-EMOTIONAL SKILLS

*Created in conjunction with child development expert, Dr. Michele Borba,
Caring Corners addresses important skills through the most natural way: play!*

OAK BROOK, IL — (February 17, 2008) — Studies show that parents today are just as concerned with developing their child’s sense of social values and responsibility as they are with “The Three ‘R’s’,” — reading, writing and ‘rithmetic. For years, toy manufacturers have focused on these basic educational concepts in order to make learning more interactive. However, if contemporary parents are more dedicated than ever to finding ways to build social, emotional and moral intelligence in their children, is it time for a fourth “R”?

The folks at Learning Curve put their heads together with child development expert Dr. Michele Borba, noted author of 22 books including *Building Moral Intelligence* and parent correspondent on NBC’s *Today* to help children achieve what they are introducing as the “Fourth ‘R’”—responsibility. In order to link innovative play patterns with social responsibilities, the partners created an interactive dollhouse that virtually comes alive to guide children through play — reinforcing these socio-emotional skills. Thus, the Caring Corners™ Mrs. Goodbee™ Interactive Dollhouse was born.

During their extensive research, 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.”

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Parents will appreciate that all Caring Corners activities are designed to encourage caring, sharing and preparing for responsibilities, sparking emotional intelligence and helping give their little ones important skills for life.

DID YOU KNOW?

- Early childhood development experts advise against pushing children to read, write and do math too soon, at the expense of social and emotional skills.
Caring Corners by Learning Curve addresses social skills in a fun, interactive way, encouraging and reinforcing positive choices through play, online games and in real-life.
- Research shows children who are in over their heads in class act out their frustrations.
Because Mrs. Goodbee provides one-on-one interactions, kids are able to make compassionate choices at their own pace - without the pressure of a parent or teacher over his/her shoulder.
- Four-out-of-five parents say the Internet has helped their children in school.
With the Caring Corners safe-haven Web site, online experiences like the “Garden of Good Deeds” take a child’s social development outside of the realm of play and into the real world.
- Dr. Borba says kids are hard-wired to have empathy, but unless it is nurtured, it lies dormant.
The Caring Corners experience nurtures empathy in the most natural way children learn—through play. These experiences extend into the real world with the Goodwill Carton of Caring program—allowing kids to experience what it feels like to give and share.

For more information on these growing trends, please refer to recent articles from the Wall Street Journal:

What’s Gotten into Kids These Days? - Sue Shellenbarger, January 18, 2008

Programs Hope Tykes in Classrooms will Quell Bullying - Nick Winger, February 5, 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® (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-

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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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