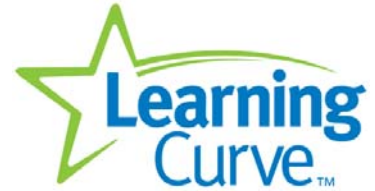


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FOR IMMEDIATE RELEASE

## Learning Curve Announces Agreement with Out of the Blue Enterprises to Bring All-New Literacy-Based *Super WHY!* Toys to Budding “Super Readers” Nationwide!

### The Debut of a New Toy Line by Learning Curve Featuring Reading-Powered Superhero Stars of Emmy® Award-Nominated Show for Preschoolers on PBS KIDS®

OAK BROOK, IL — (June 17, 2008) — Learning Curve Brands, Inc. announces that it will develop an extensive line of original products based on the reading-powered superhero characters from Emmy Award-nominated *Super WHY!*, the hit innovative and learning-rich animated series from **Out of the Blue Enterprises** on PBS KIDS®. The debut line of plush toys, figures, vehicles, playsets and electronic learning aids from the newly-named Master Toy Licensee will translate the property’s unique approach to reading education into products rich with literacy features and content, in keeping with **Learning Curve’s** commitment to offer consumers the latest in developmental toys. With **Learning Curve’s** all-new *Super WHY!* line, kids will get the best of both worlds – the lovable characters of the popular series and the effective tools they need to help develop their literary skills and become better readers.

“The *Super WHY!* property is a perfect fit for **Learning Curve**, bringing fun and developmental attributes into a young child’s world,” said Peter Henseler, President of **Learning Curve Brands, Inc.** “Developmental play has been a hallmark of our brand since its inception and we’re excited to work with Out of the Blue to bring early literacy skills and reading readiness into the mix of developmental play at **Learning Curve.**”

“We are delighted to work with **Learning Curve** to bring the *Super WHY!* characters to life in a whole new way,” said Samantha Freeman, Co-Creator and Executive Producer of the series. “We can think of no better partner to help us translate the core learning-focused qualities and benefits of the program and its signature approach to reading education into an extensive assortment of toys that will help us deliver a truly enriching, 360-degree *Super WHY!* experience to young fans.”

The new ***Super WHY!*** line by **Learning Curve** will begin to roll out in late 2008 and the full line will be available at retail in early 2009.

Reading is power and ***Super WHY!*** is the only preschool property created to help kids learn the fundamentals of reading through interactive storybook adventures. The imagination-stimulating program debuted on PBS KIDS in September 2007 and airs on the top-rated preschool programming destination. ***Super WHY!*** centers on four superhero friends with amazing literacy powers - *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power, and *Super Why* with the Power to Read. The home viewer – *Super YOU* – is the superhero sidekick with the Power to Help, who is encouraged to participate in the reading fun by playing research-based literacy games. Together, they are the “Super Readers,” who embark on exciting reading quests and play entertaining interactive reading games to overcome obstacles and save the day.

Produced by Out of the Blue in conjunction with Canadian-based **Decode Entertainment Inc.** and **C.O.R.E. Digital Pictures Inc.**, ***Super WHY!*** has a fresh multimedia aesthetic – with a winning combination of two- and three-dimensional animation formats, adorable characters and immersive environments. ***Super WHY!*** is funded in part by a Ready To Learn grant from the Corporation for Public Broadcasting and the U.S. Department of Education, in partnership with PBS. The Ready To Learn initiative focuses on increasing literacy skills for children ages 2-to-8, with an emphasis on children from low-income families, through the use of multiplatform content developed with scientifically-based reading research.

The critically-acclaimed series has recently earned a 2008 Daytime Emmy® Award nomination for Outstanding Preschool Children’s Series and a 2008 Parents’ Choice Silver Honor Award, further testament to the standout series’ proven literacy education content coupled with its engaging characters and storylines.

#### **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.

#### **About Out of the Blue Enterprises**

Out of the Blue Enterprises is dedicated to developing a groundbreaking portfolio of individually-targeted children’s entertainment properties under the direction of a proven management team led by Co-Founders Angela C. Santomero, M.A. developmental Psychology from Teachers College, Columbia University and a Creator of the preschool entertainment phenomenon, *Blue’s Clues*, and Samantha Freeman, MBA from Harvard Business School and former Nickelodeon entertainment executive with extensive children’s marketing experience. The company creates breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, publishing and consumer products. In doing so, Out of the Blue stimulates the minds of kids and families, involves them in fresh and original ways and elevates their educational entertainment experiences to a whole new level.

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