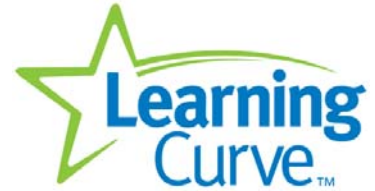


Learning Curve Brands, Inc.
1111 West 22nd Street
Suite 320
Oak Brook, IL 60523
630.573.7200
www.learningcurve.com
NASDAQ: RCRC



FOR MORE INFORMATION CONTACT:

Carrie Leshner
Salmon Borre Group
847/582-1610
carrie@salmonborre.com

FOR IMMEDIATE RELEASE

**THE FIRST YEARS COMPASS BOOSTER CAR SEAT RECEIVES FIVE-STAR RATING FROM
THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION**

OAK BROOK, IL—(February 17, 2008)— Learning Curve Brands, Inc. announces the recent recognition from the National Highway Traffic Safety Administration (NHTSA), giving The First Years Compass B510 Booster Car Seat a five-star Ease of Use rating. The First Years Compass B510 Booster Car Seat was one of only two high back booster seats to receive five stars and the only seat to receive five stars in every category to date under NHTSA's new Ease of Use rating system. For more information on The First Years Compass B510 visit www.learningcurve.com/travel.

NHTSA recently changed its rating system, from "A, B and C" ratings in favor of the new five-star rating system, which consumers are familiar with due to its use in the New Car Assessment Program's crash test ratings. NHTSA believes "an easy to use child restraint can result in more children being properly restrained," according to agency documents. The agency acknowledged that the new rating system would make the top rating harder to achieve.

"Learning Curve is dedicated to making quality products that make parenting easier and more enjoyable," states Pete Henseler, President of Learning Curve Brands, Inc. "The five-star rating from the NHTSA demonstrates how our commitment to consumers translates into an effective, easy-to-use restraint that can help keep children safe."

The First Years Compass B510 Booster Seat earned an overall Ease of Use five-star rating by achieving the highest available rating in four different categories. The First Years Compass B510 Booster Car Seat was rated five stars by NHTSA for its ease of use pertaining to instructions, installation features, labels, and securing the child. To see the booster ratings, visit <http://www.nhtsa.gov/> and search "compass booster".

(more)

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 and toddler products. 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.

#

#

#