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FOR IMMEDIATE RELEASE

Say Cheese! Learning Curve and WhatToExpect.com Are Out To Find The Cutest Baby

*Submit A Photo Online To Enter And Win A Trip To Chicago For A Professional Photo Shoot
And A Fabulous Prize Pack of Learning Curve Items*

OAK BROOK, IL—(September 29, 2008)—Learning Curve Brands is excited to partner with [Waterfront Media](#), publisher of [WhatToExpect.com](#), to launch a national search for the cutest baby. Learning Curve Brands, a leader in the infant and toddler care and play categories, is giving one lucky baby the chance to become a part of their award winning brands through an exciting online photo contest.

The Baby Star Photo Contest will run now through October 27 on [WhatToExpect.com](#), the online companion to the bestselling series of What to Expect® books by Heidi Murkoff and one of the fastest growing parenting and pregnancy site with 1.2 million unique users per month. To enter, parents can go online and submit a non-professional photo of their child (who must be between four weeks and ten-and-a half months of age at the time of entry). Each image will be judged and voted on by What to Expect visitors and daily winners will get prize packages containing an assortment of Learning Curve infant and toddler products. The 28 finalists will then compete in the Grand Prize round and a winner will be chosen based on his or her ability to promote Learning Curve's image and show a playful, fun and cheerful personality.

“Learning Curve Brands is a favorite and trusted brand with moms and babies, and we strive to always reflect their product needs. Partnering with WhatToExpect.com to reach moms, dads, and other caregivers was an obvious choice, and we’re excited to present them this opportunity to brag a little by introducing their cute babies to the site’s active online audience,” says Peter Henseler, President of Learning Curve Brands, Inc. “We’re also honored to make the final decision of which infant becomes the face of Learning Curve Baby. It will not be an easy choice.”

(more)

A runner-up will be chosen to receive a True Fit Convertible Car Seat along with an assortment of Learning Curve products valued at \$300. The Grand Prize winner will get a Learning Curve prize package valued at \$350 along with a trip to Chicago, Illinois, with baby and guest for two days for a professional photo shoot. The winning baby will be announced in November.

“Our WhatToExpect.com community is full of parents like me, who are eager to share favorite stories, tips, insights, and, of course, adorable photos, and we are proud to host Learning Curve Brands’ search for its new face,” said Waterfront Media CEO and co-Founder Ben Wolin.

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 WhatToExpect.com

WhatToExpect.com, published by Waterfront Media, is the online companion to the bestselling series of What To Expect® pregnancy and parenting books by Heidi Murkoff. The series has helped guide over 30 million families from conception through the toddler years and beyond. According to *USA Today*, this pregnancy book, known as the “Bible” to moms across the world, is bought by 93 percent of all expecting mothers who buy a guide. The site is a part of Everyday Health, which is operated by Waterfront Media. For more information, please visit www.WhatToExpect.com.

About Waterfront Media

Waterfront Media is the largest privately held online health company and operates Everyday Health, which attracts over 14 million unique users per month. Through its network of health, diet, fitness, and pregnancy Web sites, including its flagship EverydayHealth.com, Waterfront Media enables consumers to live healthier lives every day.

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