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**RC2's Learning Curve Brand Signs Master Toy License for  
Literacy-Based *Super WHY!* Animated Series from  
Out of the Blue Enterprises**

OAK BROOK, IL — (May 28, 2008) — **RC2 Corporation** ([www.rc2corp.com](http://www.rc2corp.com)) announces that its **Learning Curve Brand** has signed a master toy license for ***Super WHY!***. Learning Curve is developing an extensive line of original products based on the reading-powered superhero characters from Emmy® Award-nominated ***Super WHY!***, the 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 will translate the property's signature approach to reading education into products rich with literacy features and content, in keeping with Learning Curve's commitment to offer children and families 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 effective tools to help develop their literary skills and become better readers.

“The ***Super WHY!*** property is a perfect fit for Learning Curve,” said Peter Henseler, President of RC2. “Developmental play has been a hallmark of our brand since its inception and we're excited to bring early literacy skills and reading readiness into the mix of developmental play at Learning Curve via ***Super WHY!***.”

“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.”

(more)

RC2 Super WHY! Release

The new ***Super WHY!*** product line by Learning Curve is expected to begin shipping in North America in late 2008 with the full product lines to be available at retail in 2009.

**About RC2 Corporation**

**RC2 Corporation** ([www.rc2.com](http://www.rc2.com)) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant and toddler products. RC2's infant, toddler and preschool products are marketed under its Learning Curve® ([www.learningcurve.com](http://www.learningcurve.com)) 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*. RC2 markets its youth and adult products under the Johnny Lightning® ([www.johnnylightning.com](http://www.johnnylightning.com)) and Ertl® ([www.ertl.com](http://www.ertl.com)) brands. RC2 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, a creator of the preschool entertainment phenomenon, *Blue's Clues*, and Samantha Freeman, 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.

**Forward-looking Statements**

*Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "could," "expect," "intend," "may," "plans," "potential," "target," "should," "will," "could" and "would." Such forward-looking statements are inherently subject to known and unknown risks and uncertainties. The Company's actual results and future developments could differ materially from the results or developments expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.*

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