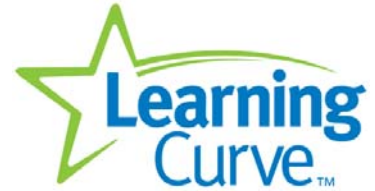


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**FOR IMMEDIATE RELEASE**

**Super Readers Take Note! Learning Curve Announces the Debut of A New Toy Line Featuring Literacy-Powered Superhero Stars From the Popular Emmy® Nominated *Super WHY! Preschool Show on PBS KIDS®***

**OAK BROOK, IL — (October 14, 2008)** — Learning Curve Brands, Inc., a wholly owned subsidiary of RC2 Corporation (NASDAQ: RCRC), announces its brand new extensive line of original products based on the reading-powered superhero characters from Emmy Award-nominated *Super WHY!*, the top-rated, groundbreaking and imagination-stimulating animated series from **Out of the Blue Enterprises** airing on PBS KIDS®. The debut line of plush toys, figures, vehicles, play sets and electronic learning aids from this newly-named Master Toy Licensee translate the property's unique approach to reading education into products rich with literacy features and content. Learning Curve's new *Super WHY!* Line is 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 get the best of both worlds – the lovable characters of the popular series as well as the effective and fun tools they need to help develop their literary skills and become better readers.

The new *Super WHY!* line by Learning Curve is full of innovative toys that aim to educate and engage preschoolers through interactive, multi-sensory experiences while celebrating storytelling and creating reading readiness. Products will begin to roll out in early 2009; the full line will be available at retail in Fall 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 award-winning, cutting-edge program debuted on PBS KIDS in September 2007. *Super WHY!* centers on four superhero friends who overcome obstacles and save the day using their 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.

Produced by Out of the Blue Enterprises 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!*

*(more)*

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 series is part of PBS KIDS Raising Readers, an initiative that 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.

Highlights from the *Super WHY!* line by Learning Curve include:

### ***Super WHY!* Two Pack Vehicles**

Fly into action with Super Why and the gang! These fast paced toys feature each *Super WHY!* character in their Why Flyer Vehicles . Each pack contains two vehicles (Super Why and Alpha Pig, Princess Presto and Wonder Red) for twice the fun.

### ***Super WHY!* Role Play Kits**

Preschoolers will be delighted to transform into their favorite *Super WHY!* character with role playing kits from Learning Curve. Each character-specific kit will enable children to "become" their favorite character and act out the show through imaginative play. The special literacy skill of the individual characters is highlighted with a colorful electronic piece: Super Why includes Why Writer, Princess Presto includes Magic Spelling Wand, Wonder Red includes Wonder Words Basket, and Alpha Pig includes belt with hammer.

### ***Super WHY!* Action Figures**

Spring into action with *Super WHY!* action figures. Super Why and Alpha Pig articulated action figures come with play scenes and story character cut-outs to bring action play to life.

### ***Super WHY!* Dress Up Dolls**

Girls will love to mix and match super hero dress and accessories to add their very own personal touch. Wonder Red and Princess Presto are dressed for storybook success and their clothing and iconic accessories come on/off with easy-to-manage Velcro closures. Each doll includes a hairbrush making it easy to update her hair style.

### **Deluxe Plush Super Why**

The ultimate plush with literacy power! The Deluxe Plush Super Why features electronic sounds that include favorite phrases as well as a short song - and it's soft and loveable, too!

### **Sparkle and Style Princess Presto Doll**

Sparkle and Style Electronic Princess Presto Doll features dazzling lights and sounds. This doll also comes with a brush and barrettes for endless styling possibilities.

### **Super WHY! Electronic Learning Aids**

Debuting in Fall '09, Learning Curve's full line of *Super WHY!* ELAs, includes a Hand Held Super Duper Computer, thematic character-shaped Why Writer, Spelling Wand and the iconic Super Duper Computer with first-to-market technology. These ELA's bring the lessons of *Super WHY!* to life for preschoolers, making learning to read fun.

(more)

**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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