



**Contact:**  
Curt Stoelting, CEO  
Or  
Peter Nicholson, CFO  
630-573-7200

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## **RC2'S LEARNING CURVE® BRAND UNVEILS NEW LINE UP OF INNOVATIVE SOLUTIONS FOR BABY AND MOTHER AT ABC KIDS EXPO**

**OAK BROOK, IL (September 14, 2009) – RC2 Corporation** (NASDAQ: RCRC) introduces several new lines designed to provide innovative solutions for today's families at the 2009 ABC Kids Expo in Las Vegas (Booth #5040). RC2's Learning Curve® brand debuts a host of new items from The First Years®, leading the industry in offering parents and babies a wide range of award-winning infant and toddler feeding, care, play and gear solutions. In addition a host of new Lamaze® Infant Development System toys and Lamaze Body Care expand the Company's offerings, along with new items in the luxurious, all-natural Bella B® line for expectant and new mothers and their babies. RC2 continues to demonstrate its unyielding commitment to delivering the quality, convenience and value today's parents are seeking.

"The introductions we are unveiling at ABC Kids Expo reflect solutions based on real consumer insights," states Peter Henseler, President of RC2 Corporation. "We listen to what our current and potential customers need and want most to help them during the crucial newborn, infant and toddler years. This results in our being able to provide valued, sought-after solutions as opposed to developing products in a silo."

RC2 highlights the following introductions for ABC Kids Expo:

### ***The First Years*** ([www.learningcurve.com/thefirstyears](http://www.learningcurve.com/thefirstyears))

Building on the brand's extensive line of infant and toddler products, The First Years introduces solutions across key categories, including:

- *Car Seats and Travel Gear*
  - The True Fit™ Rebound Convertible Car Seat is a unique convertible car seat that offers a Rebound Energy Management™ System, which helps reduce the forward rotation of the convertible seat into the vehicle seat in the unlikely event of a crash.
  - With quality, high-end design and convenience features, the new Jet™, Ignite™, Indigo™ and Wave™ strollers deliver a full line of durable, fashion-forward and affordable strollers. Beyond style, each stroller is rated up to 50 lbs.
- *Diaper Rash Solutions*
  - Innovative, doctor-developed Bottom Care™ Diaper Rash Relief System, providing a first-of-its kind, natural solution for one of the most common baby issues

- *Nursing Solutions*
  - A new line of natural breastfeeding relief solutions to address the specific needs of nursing moms. Rounding out its line of breastfeeding products including the miPump Breast Pumps, a line of compact and affordable breast pumps, and the Breastflow® Bottle System, a bottle system designed to mimic the motions of breastfeeding, the innovative, is the doctor-developed Nursing Care Breastfeeding Relief System that provides moms with a natural solution for one of the most common issues they encounter in new motherhood.
- *Feeding Solutions*
  - New feeding solutions including the babyPro™ All-in-One baby food appliance and multi-function miSwivel Feeding Chair, designed to fit kids from newborn to age 4.
- *Sleep Solutions*
  - Several new sleep and nursery solutions that deliver quality, style and value, including The First Years True Choice™ Monitors, a line of four top-quality, affordable digital monitors, and The First Years Airflow® Flexicordian Sleep Positioner with Pad, a unique sleep positioner that can be customized to fit every baby's unique shape.

**Lamaze** ([www.learningcurve.com/lamaze](http://www.learningcurve.com/lamaze))

Learning Curve's Lamaze® brand is dedicated to creating products that help baby grow, discover and learn. Parents have known and trusted the Lamaze brand for more than 50 years. Learning Curve's Lamaze line remains dedicated to offering parents products that focus on infant development, while at the same time providing great opportunities for them to bond and interact with baby. To support this vital bonding and infant development, the Lamaze Infant Development System introduces new products specifically designed to grow with baby as their skill levels expand, including two innovative gyms with extended play value and new products in the Lamaze Play and Grow product line,. Continuing the Lamaze brand's focus on parents and their infants, new items in the Lamaze Body Care line, include soothing and hydrating products, provide all-natural, nurturing solutions that are safe for both mom and baby.

**Bella B** ([www.learningcurve.com/bellab](http://www.learningcurve.com/bellab))

Best known for its natural line of body care for expectant and new mothers, Learning Curve's popular, luxurious, all-natural line of Bella B body care debuts a new line of baby products and expands its current, sought-after line of items for expectant and new mothers. Known as a premium brand with exceptional all-natural qualities and organic ingredients, Bella B is proud to be at the forefront of pampering expectant and new moms – and now babies – from head to tummy to toes.

**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 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® and Lamaze brands as well as popular and classic licensed properties such as Thomas & Friends, Bob the Builder, Winnie the Pooh, John Deere 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.

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