

**FOR IMMEDIATE RELEASE**

**Contacts:**

Leah Davis  
Manning Selvage & Lee  
916-983-7729  
[leah.davis@mslpr.com](mailto:leah.davis@mslpr.com)

Lorie Appelbaum  
Manning Selvage & Lee  
415-364-3805  
[lorie.appelbaum@mslpr.com](mailto:lorie.appelbaum@mslpr.com)

**LEAPFROG LEAPPAD® LEARNING SYSTEM AND LEAPSTART™ LEARNING TABLE  
RECEIVE TOP HONORS AT PLAYDATE 2002**

*Retailers Recognize LeapFrog Learning Products for the Fourth Straight Year*

Emeryville, CA. – October 24, 2002. LeapFrog Enterprises, Inc. (NYSE: LF), a leading developer of innovative technology-based learning products, took top awards for its engaging learning products at PlayDate 2002: The LeapPad® learning system was honored as the “#1 Best-Selling Toy Sold in Specialty Stores” and a “Top 10 Best-Selling Toy Overall,” and the LeapStart™ Learning Table was chosen as a “Top 10 Best-Selling Toy Sold in Specialty Stores.” In addition, the company was named a “Top 10 Best-Selling Brand.” PlayDate, the exclusive showcase of the best-selling toys and games for the holiday season based on the predictions made by the nation’s top retailers, announced this year’s winners on October 22 in New York.

PlayDate’s best-seller lists reflect the results of an annual survey of retailers from a broad selection of toy stores, software stores, specialty stores, national retail chains and online retailers. Each year, these retailers predict the best-selling toys and games for the coming holiday season. Since the event’s inception in 1999, LeapFrog products have made the PlayDate best-seller lists.

“LeapFrog breaks through the holiday fad barrier once again,” said Sean McGowan co-founder of PlayDate. “As LeapPad hits our best-seller list for the third year in a row, LeapFrog continues to prove that fun and innovative toys that provide educational value are *the* winning combination.”

“We are honored to receive PlayDate best-seller accolades for the fourth straight year,” said Tom Prichard, vice president of marketing for LeapFrog Enterprises, Inc. “This is a testament to the value parents see in learning toys and the great fun children experience – a secret to LeapFrog’s success – which is why our products will last well into the New Year.”

- more -

### **LeapFrog 2002 PlayDate Accolades**

#### **LeapPad – Top 10 Best-Selling Toy Overall & #1 Best-Selling Toy Sold in Specialty Stores**

The LeapPad® learning system brings to life the magic of books and reading. Children touch the page with the “magic” pen and LeapPad books come to life with delightful characters, music and activities. LeapFrog continues to engage young readers with an exciting library of more than 40 books, including the NEW LeapPad® phonics program. The program includes 10 storybooks and four activity books, which provide a fun step-by-step approach to teaching children the fundamentals of reading. Other great titles in the LeapPad library include Bob the Builder, Thomas the Tank Engine and Scooby Doo.

#### **LeapStart Learning Table – Top 10 Best-Selling Toy Sold in Specialty Stores**

LeapFrog’s LeapStart Learning Table helps children learn their way through music play. Parents can introduce their children to instrument sounds and upbeat melodies with each instrument on the table. Flip the center page on the table to transform the instruments from musical activities to learning discoveries that familiarize infants and toddlers with the entire alphabet, counting 1 to 10, shapes, colors and more. Furthermore, the table grows with the child, helping babies to achieve the developmental milestone of pulling up to stand and keeping them engaged into the toddler years.

#### **LeapFrog – Toy 10 Best-Selling Brand**

LeapFrog has been recognized by retailers for its commitment to developing products that are not only engaging and interactive, but are also effective learning tools tailored to a child’s specific age and level.

“Year after year, LeapFrog has provided us with top-selling products, including PlayDate best-sellers like the LeapPad Learning System and LeapStart Learning Table,” said Jim Feldt, president of Toys “R” Us marketing and merchandising. “Our customers appreciate LeapFrog’s promise to deliver quality products that engage, educate and entertain children from infancy through high school.”

### **Product Availability and Pricing**

LeapFrog’s products are available now at major retailers nationwide, including Toys “R” Us, Target and Wal-Mart. The products can also be found online at QVC.com.

<b>Product</b>	<b>Ages/Grades</b>	<b>MSRP</b>	<b>Availability</b>
LeapStart™ learning table	6 months & up	\$39.99	Now
LeapPad® learning system	4-8 years	\$49.99	Now
LeapPad phonics program and other books	4-7 years	\$14.99/book	Now

Additional information on LeapFrog and its products can be found at [www.leapfrog.com](http://www.leapfrog.com).

#### **About LeapFrog**

LeapFrog Enterprises, Inc. is a leading designer, developer and marketer of innovative, technology-based educational products and related proprietary content, dedicated to making learning effective and engaging. Based in Emeryville, California, LeapFrog has developed six platforms, more than 25 stand-alone educational products and more than 40 interactive books, covering important subjects such as phonics, reading, math, music, geography, social studies and science. All products contain educational curricula and reflect a teaching style designed to be fun, engaging and effective.

LEAPFROG and LEAPPAD are registered trademarks of LeapFrog Enterprises, Inc. LEAPSTART LEARNING TABLE is a trademark of LeapFrog Enterprises, Inc.