

Hip Hip Hooray...!



Super WHY Toys Put the Power to Read In the Hands of Preschoolers at Toys"R"Us Stores Nationwide!

***Special Storybook-Centered Super WHY Celebration to
Feature Toys, Activities and More!***

New York, NY, May 14, 2009 - *Super WHY fans from coast-to-coast will hold the "power to read" in their hands - literally! - as the highly-anticipated toy line, based on the hit PBS KIDS series and produced by Learning Curve[®], makes its retail debut in June at Toys"R"Us stores.* These new products will provide a fully immersive experience for children, as their favorite literacy-powered superheroes jump from the small screen into an initial range of learning and role-play items designed to further inspire and reinforce each child's reading exploration and learning adventures. *To celebrate the arrival of Super WHY toys, every Toys"R"Us store across the country will host an exclusive two-hour Super WHY event on Saturday, June 13, packed with storytelling, reading-focused games, activities and complimentary gifts, while supplies last.* Children attending the event from 12 noon - 2 p.m. will be among the first to experience the new *Super WHY* line.

"We are thrilled to introduce such an outstanding assortment of toys for *Super WHY's* Toys"R"Us debut," said Samantha Freeman, President of Consumer Products for Out of the Blue and Co-Creator and Executive Producer of the series. "Learning Curve has created a terrific collection of toys that beautifully translates the power of reading that is presented in each episode of the *Super WHY* TV series into an engaging and learning-filled play experience."

"Since the show's debut on PBS KIDS, millions of toddlers, and their parents, have looked forward to bringing the fun and educational aspects of *Super WHY* out of the TV and into living rooms," said Karen Dodge, Senior Vice President, Chief Merchandising Officer Toys"R"Us, U.S. "There is no better place to introduce toys based on kids' favorite characters than Toys"R"Us, and we're excited to offer families the first chance to bring home *Super WHY* products."

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"The excitement leading-up to the introduction of Learning Curve's line of ***Super WHY*** preschool toys and electronic learning aids has been outstanding," said Peter Henseler, President of Learning Curve. "We have been receiving inquiries from parents for months wondering when they'll be able to purchase ***Super WHY*** products for their children. We are pleased to now offer them a line of ***Super WHY*** toys that will not only be fun for kids, but will also help boost their reading abilities."

The national event on Saturday, June 13, for Out of the Blue Enterprises' ***Super WHY*** kicks off the first-to-market toy debut at Toys"R"Us stores. During the ***Super WHY*** events at Toys"R"Us, children will get to play the ***Super WHY*** Bingo Game, enjoy a themed coloring activity and gather for a story. Kids and families also will be treated to a hands-on ***Super WHY*** toy demonstration and receive special ***Super WHY*** premiums, coupons and more, while supplies last. The initiative will be promoted with newspaper ads and circulars, in-store signage and displays. Beginning the first week in August, ***Super WHY*** toys will roll out to other retailers nationwide. The coast-to-coast celebration will also include new product from other ***Super WHY*** licensees, including books from Grosset & Dunlap, a division of Penguin Young Readers Group; puzzles and games from University Games; and DVDs from PBS Home Video.

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 program represents a unique approach to preschool educational television, featuring a team of superhero characters with literacy-based powers who jump into books to look for answers to everyday problems. The home viewer is the superhero sidekick, who is encouraged and empowered to participate in the reading fun by playing research-based literacy games.

Produced by Out of the Blue in conjunction with Canadian-based **Decode Entertainment Inc.** and **C.O.R.E. Digital Pictures Inc.**, the standout, imagination-stimulating series focuses on the adventures of four fairytale friends - the ever-curious and resourceful 6-year-old *Whyatt Beanstalk* (Jack's younger brother), *Red* of "Little Red Riding Hood" fame, *Littlest Pig* from "The Three Little Pigs" and *Princess Pea* of the classic "The Princess and The Pea." As soon as a problem arises, *Whyatt* calls his friends to the Book Club, where they transform into reading-powered superheroes: *Alpha Pig* with Alphabet Power, *Wonder Red* with Word Power, *Princess Presto* with Spelling Power, *Super Why* with the Power to Read and *Super YOU* with the Power to Help. Together, they embark on exciting reading adventures, where they play entertaining interactive reading games to overcome obstacles and save the day.

Since its U.S. TV launch in September 2007, ***Super WHY*** is consistently one of the top-ten shows nationally with kids 2-5 (Nielsen Media Research). And ***Super WHY*** works! Two new research studies show a direct correlation between viewing the program and significant gains in early reading skills among preschoolers, with children from low income families benefitting most. ***Super WHY*** is seen daily on the PBS KIDS preschool destination, airing nationwide (check local listings).

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

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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.

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 PBS KIDS and PBS KIDS GO!

PBS KIDS, for preschoolers, and PBS KIDS GO!, for early elementary school kids, are committed to providing the highest quality non-commercial content and learning environment for children across the country. Providing age-appropriate, diverse programming for kids, PBS KIDS and PBS KIDS GO! programs consistently earn more prestigious awards than any other broadcast or cable network. Only PBS KIDS and PBS KIDS GO! have earned the unanimous endorsement of parents, children, industry leaders and teachers. With additional PBS resources to complement its programming, including PBS KIDS online (pbskids.org), PBS KIDS GO! online (pbskidsgo.org), PBS Parents (pbsparents.org), PBS Teachers (pbs.org/teachers), PBS Ready To Learn services and literacy events across the country, PBS is providing the tools necessary for positive child development. PBS is a nonprofit media enterprise owned and operated by the nation's 355 public television stations, serving nearly 73 million people each week and reaching 99% of American homes.

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*Soar onto Super WHY at pbskids.org/superwhy
For art and more information visit pbs.org/pressroom*

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