

FOR IMMEDIATE RELEASE

CONTACT:
Sue Kauffman
609.393.4252 x3708
Sue.Kauffman@TerraCycle.com

VTECH® AND LEAPFROG® PARTNER WITH TERRACYCLE TO LAUNCH RECYCLING PROGRAM

Customers Can Recycle Their VTech® and LeapFrog® Toys for Free Through National Program

TRENTON, N.J., November 3, 2020 – Today VTech® and LeapFrog®, world leaders in state-of-the-art developmental learning products for children, announced the launch of a free, national recycling program for select electronic learning devices and electronic toys, in partnership with international recycling leader TerraCycle.

“We are so excited to launch this new recycling program,” said Andy Keimach, President, VTech Electronics North America. “By partnering with TerraCycle, we are making it easier for parents to recycle electronic toys while making inroads to our ongoing sustainability goals for VTech and LeapFrog.”

The newly announced recycling program allows fans to easily send in select VTech and LeapFrog electronic learning devices and electronic toys to be properly disposed and recycled. For every shipment sent to TerraCycle, collectors earn points that can be donated to a non-profit, school or charitable organization of their choice.

To participate in the program, there are three simple steps:

- **Sign Up!** – Sign up on the TerraCycle program page at <https://www.terracycle.com/en-US/brigades/vtech-leapfrog>.
- **Print the Shipping Label** – On the VTech and LeapFrog page, click to submit product. At that point, a prepaid shipping label will populate.
- **Ship the Box** – Completely fill any shipping box with VTech and LeapFrog electronic learning devices and electronic toys, affix the shipping label and ship the box to TerraCycle to be recycled.

Once collected, the electronic learning devices and electronic toys will be cleaned, melted into hard plastic and remolded to make new products from the recycled materials, such as playgrounds, picnic tables and park benches.

“TerraCycle’s mission has always been to ‘Eliminate the Idea of Waste’ and we’ve proven that solutions do exist for items that may seem difficult to recycle – even e-waste,” said Tom Szaky, TerraCycle Founder and CEO. “VTech and LeapFrog not only share our commitment but have taken it to the next level through recycling initiatives like the VTech & LeapFrog Toys Recycling Program. Together we are partnering to reduce the impact of this type of waste on the environment, help pave the way for a greener future and protect the planet for the next generation.”

The VTech® & LeapFrog® Toys Recycling Program is open to any individual, school, office, or community organization interested. For more information on this initiative and TerraCycle’s other recycling programs, visit www.terracycle.com.

About VTech

VTech is a world leader in age-appropriate and developmental stage-based electronic learning products for children. As a pioneer in the learning toy category, VTech develops high-quality, innovative educational products that enrich children's development and make learning fun. With a rich 40 year history, VTech has not only established itself as a learning authority but also consistently remains at the forefront of innovation with multiple award-winning products, including prestigious Toy of the Year (TOTY) Award winners. The company also has a broad range of award-winning infant, toddler and preschool products available in 28 different languages worldwide, with more than 100 new products introduced every year. In order to further strengthen VTech's position as a learning authority, new products are developed with critical insights from a dedicated team of in-house learning experts.

VTech Electronics North America, L.L.C. is based in Arlington Heights, Illinois. VTech Electronics Limited is headquartered in Hong Kong with distribution globally.

For more information about VTech's electronic learning products, visit www.VTechKids.com, www.facebook.com/VTechtoys on Facebook or follow [@VTechToys](https://twitter.com/VTechToys) on Twitter.

About LeapFrog

LeapFrog Enterprises, Inc. is the leader in innovative learning toys for children that encourage a child's curiosity and love of learning throughout their early developmental journey. For more than 20 years, LeapFrog has helped children expand their knowledge and imagination through award-winning products that combine state-of-the-art educational expertise led by the LeapFrog Learning Team, innovative technology, and engaging play – turning playtime into quality time that helps children leap ahead. LeapFrog's proprietary learning tablets and ground-breaking developmental games, learn to read and write systems, interactive learning toys and more are designed to create personalized experiences that encourage, excite and build confidence in children. LeapFrog is a subsidiary of VTech Holdings Limited, which is based in Hong Kong. LeapFrog was founded in 1995 by a father who revolutionized technology-based learning solutions to help his child learn how to read. Learn more at www.leapfrog.com.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

###