

NEWS RELEASE
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BOOKS BROUGHT TO LIFE WITH REVOLUTIONARY READING SYSTEM

LeapFrog Tag is a revolutionary new product that is designed to immerse children in the thrill of reading and quite literally brings books to life.

The LeapFrog Tag Reading System has just (April 2008) won the prestigious overall Toy of the Year Award in Australia which is awarded by the Australian Toy Association.

Designed for children from ages 4 - 8 the Tag reader takes just one touch to make words talk, pictures sing and characters spring to life while interactive games test their reading comprehension.

A small infrared camera at the tip of the green and white stylus 'reads' letters, words and symbols printed on the special dot-patterned pages of books in the Tag Reading System.

Designed to foster a life-long love of reading and books the Tag Reading System comes with the book *Ozzie and Mack* and companion books include favourites such as: *Dora the Explorer*, *Kung Fu Panda*, *SpongeBob SquarePants*, *Disney Princesses* and *Go Diego Go*.

Kids can choose to hear an entire story aloud, or they can simply hear one word at a time and read along with the story.

Perfectly sized for little hands and small enough to take anywhere, the Tag reader is an intelligent touch and talk reading device.

New Zealand toy expert and General Manager of Planet Fun, Jeremy Kirk-Smith, who distributes LeapFrog products in New Zealand, is confident that Tag will be as successful as LeapPad; the worldwide top-selling product for the toy industry that went on to sell over 30 million LeapPads and over 70 million companion books.

"Tag is an even better product. It's easy to use, completely portable and there are no clunky consoles, cartridges or wires", he says. "We hope kids will be inspired to get away from the television and fall in love with reading."

LeapFrog Tag is available through all major New Zealand toy retailers, including The Warehouse, Farmers, Toyworld, Kmart, and Toys 'R' Fun. RRP \$139.95 for a Tag Reader that comes with a book and then additional books sold separately at \$29.95

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