

LeapFrog Singapore is expanding the #1 Preschool Electronic Learning brand this September holiday



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LeapFrog, the leader in innovative developmental solutions for children, will be expanding the #1 Preschool Electronic Learning brand* this September holiday with the RockIt Twist™ and the LeapStart® Go.

Twist, Turn, Play and Learn with the RockIt Twist™! With this totally unique rotatable gaming system, kids can play in a cool, new way using four sides of colourful, light-up controls including buttons, spinners, dials, switches and a D-pad. One of the eight-game controls will light up to indicate when each control is needed throughout a game. The RockIt Twist™ includes 12 games, each with three levels of difficulty, across five gameplay categories that help kids learn skills including literacy, maths, problem-solving, science and creativity all while having fun!

In addition to these games, kids will be able to hatch and grow three adorable virtual RockIt Pets™ (sold separately) from eggs to adults and play a variety of games with them to make them big and strong. Children will also be able to listen to their own music with the built-in MP3 player.

Learn in an exciting new way with the innovative LeapStart® Go, the interactive learning system for active minds. This sleek, easy-to-hold stylus brings LeapStart books to life through the adjustable LCD screen and built-in speaker, making it perfect for right or left-handed children. LeapStart® Go makes it easier for preschool to primary school kids to understand more advanced information with deluxe activity sets like The Human Body and School Success (sold separately).

Cool interactive video effects let kids zoom in, explore and interact with a variety of learning concepts by touching the stylus on interactive charts, book pages and more. The LeapStart® Go is compatible with the entire LeapStart Library of activity books (sold separately) and can hold up to 13 LeapStart® books at one time.

Both of these exciting new products will be in Singapore with leading retailers.

Launching September/October 2019.

RockIt Twist: Ages 4-8 years. RP: \$149.90.

RockIt Twist Game Packs: RP: \$16.00

LeapStart Go: Ages 4-9 years. RP: \$119.00

LeapFrog, the leading brand for innovative solutions, encourages 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. Their innovative technology and engaging play have turned 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.

www.leapfrog.com.sg