



Contact:
Curt Stoelting, CEO
Peter Nicholson, CFO
630-573-7200

LEARNING CURVE® BLENDS TECHNOLOGY WITH TIME-HONORED TRAIN PLAY IN ALL-NEW CHUGGINGTON™ INTERACTIVE RAILWAY

Learning Curve brings the ‘traintastic’ adventures of the popular preschool television series to fans everywhere with the U.S. arrival of Chuggington Interactive Railway exclusively at Toys“R”Us® stores nationwide

OAK BROOK, IL – (February 2, 2011) RC2 Corporation’s (NASDAQ: RCRC) [Learning Curve® Brands](#), a leader in creating innovative preschool toys, announces the highly-anticipated arrival of its [Chuggington™ Interactive Railway](#) exclusively at Toys“R”Us® stores across the country and online at [Toysrus.com](#) beginning later this month. Learning Curve’s *Chuggington Interactive Railway* features a number of key product innovations that bring train play to life like never before. Featuring SmartTalk™ technology, *Chuggington Interactive Railway* engines recognize and interact with one another and with key train stops in the collection, creating a truly unique play experience. The *Chuggington Interactive Railway* joins the already sought-after *Chuggington Die-Cast* line to provide a full complement of *Chuggington* train products based on [Ludorum](#)’s highly-rated animated series.

Building on the success of the *Chuggington Die-Cast* line, which debuted in the U.S. during holiday 2010, Learning Curve’s *Chuggington Interactive Railway* carries forward the mission of embodying the show’s excitement and energetic characters. SmartTalk Technology adds another layer of interaction and engagement, enabling young fans to get to know their favorite *Chuggington* characters, as the engines recognize and respond to other *Chuggington Interactive* engines and train stops! The more engines and train stops that are added, the more interactive the world becomes.

“We are excited to bring this newest *Chuggington* line to retail in the U.S. for our *Chuggington* fans exclusively at Toys“R”Us stores,” said Peter Henseler, President of RC2 / Learning Curve Brands. “Since our initial *Chuggington Die-Cast* introduction, we have gotten a tremendous response from both children and parents seeking fun, engaging ways to bring the excitement and adventure of *Chuggington* into everyday play. With its innovative SmartTalk technology and contemporary design, The *Chuggington Interactive Railway* enables fans to immerse themselves into the colorful, action-packed adventures of *Chuggington*.”

Learning Curve’s *Chuggington Interactive Railway* includes an assortment of engines, sets and train stops designed to help fans create a full world of *Chuggington* play possibilities.

About Chuggington™

Chuggington is a CGI-animated series as well as a fully immersive interactive website. The series follows the adventures of Wilson, Brewster and Koko, trainee engines, each with their own unique personality and learning style. The series is set in a world much like our own with cities, villages and diverse cultures and geography. Entertainment and enjoyment is at the heart of *Chuggington*, but embedded within each story are important educational and developmental messages centered on learning and social-emotional development. *Chuggington* is directed by Sarah Ball, who won a BAFTA

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award for her work as a director and writer of *Bob the Builder™*. The property was conceived to seamlessly integrate television, books and interactive. Further information is available at www.chuggington.com

About Ludorum plc

Ludorum is a global IP company dedicated to developing, acquiring and marketing quality entertainment properties for television, interactive and new media. Ludorum is the creator of *Chuggington™*, a CGI animated television series for preschoolers that has been licensed to more than 175 territories worldwide including the U.S. on Disney Channel's Playhouse Disney, January, 2010. Ludorum was formed in 2006 and has offices in London, Chicago and New York. For more information about Ludorum please visit: www.ludorum.com

About RC2 Corporation

RC2 Corporation (www.rc2.com) is a leading designer, producer and marketer of a broad range of innovative, high-quality products for mothers, infants, and toddlers, as well as toys and collectible products sold to preschoolers, youths and adults. RC2's mother, infant, toddler and preschool products are primarily marketed under its Learning Curve® (www.learningcurve.com) family of brands which includes The First Years®, Lamaze® and JJ Cole® Collections brands, as well as popular and classic licensed properties such as *Thomas & Friends*, *Special Agent Oso*, *Chuggington*, *Dinosaur Train*, John Deere, Disney's *Winnie the Pooh*, *Princesses*, *Cars*, *Fairies* and *Toy Story*, and other well-known properties. RC2 markets its youth and adult products primarily under the Johnny Lightning® (www.johnnylightning.com) and Ertl® (www.ertl.com) brands. RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, Asia Pacific and South America.

Forward-looking Statements

Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. These statements may be identified by the use of forward-looking words or phrases such as "anticipate," "believe," "could," "expect," "intend," "may," "plans," "potential," "target," "should," "will" and "would." Such forward-looking statements are inherently subject to known and unknown risks and uncertainties. The Company's actual results and future developments could differ materially from the results or developments expressed in, or implied by, these forward-looking statements. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

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