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LEARNING CURVE® ANNOUNCES RETAIL EXPANSION OF CHUGGINGTON™ DIE-CAST LINE TO MAJOR U.S. RETAILERS

Learning Curve brings the action-packed train play and “traintastic” adventures of the popular preschool television series to Chuggington fans everywhere.

OAK BROOK, IL – (January 4, 2011) RC2 Corporation’s (NASDAQ: RCRC) Learning Curve® Brands (www.learningcurve.com), a leader in creating innovative preschool toys, today announced the expanded retail availability of its *Chuggington* Die-Cast toy line in the United States. Inspired by *Ludorum*’s popular train-centric series seen daily in the U.S. on Disney Channel’s Playhouse Disney programming block (check local listings), Learning Curve’s *Chuggington* Die-Cast toy line is now available at major retailers. In late 2010, the line made its retail launch in the United States and has been met with enthusiastic consumer response.

“In holiday 2010, Learning Curve Brands first unveiled the *Chuggington* Die-Cast toys to incredible consumer demand,” said Peter Henseler, President of RC2 / Learning Curve Brands. “The interest from both children and parents combined with the increasing popularity of the series has made *Chuggington* toys highly sought-after. By expanding the retail availability we are able to bring the excitement and adventure of *Chuggington* to even more fans than before.”

Learning Curve’s initial *Chuggington* Die-Cast line features action-packed toys that reflect the key core developmental messages and storylines of the CGI-animated series. The line offers preschoolers a chance to recreate the adventures of the show’s three young ‘trainees’: Wilson, Koko and Brewster.

In addition to its *Chuggington* master toy licensing rights, RC2 holds an interest in *Chuggington*’s intellectual property rights. For more information on Learning Curve’s *Chuggington* product line, visit www.learningcurve.com/chuggington.

About Chuggington™

Chuggington is a computer generated 3D 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 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*, *Bob the Builder*, *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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