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## **LEARNING CURVE® ANNOUNCES LARGEST SPECIALTY RETAIL EXCLUSIVE LAUNCH WITH *CHUGGINGTON™ WOODEN RAILWAY***

***Specialty-only wooden line hits retail, complementing the new, technology-based Chuggington™ Interactive Railway and expanded Chuggington™ Die-Cast line.***

OAK BROOK, IL – (February 10, 2011) RC2 Corporation’s (NASDAQ: RCRC) [Learning Curve® Brands](#), a leader in creating innovative preschool toys, announces its largest ever specialty-only launch with [Chuggington™ Wooden Railway](#), arriving in stores this month. Based on [Ludorum](#)’s popular train-centric series seen daily in the U.S. on Disney Channel’s Playhouse Disney learning-focused programming block (to be rebranded Disney Junior on February 14), Learning Curve’s *Chuggington Wooden Railway* combines the classic charm of wooden train play with the exciting world of *Chuggington*.

Building on the success of both the increasingly popular TV series and the initial *Chuggington Die-Cast* toys that debuted in the U.S. during holiday 2010, the specialty-retail-exclusive *Chuggington Wooden Railway* features a series of dynamic, brightly colored engines and starter train sets all constructed with classic, high-quality wood. In addition to engines and complete sets, the hallmarks of the *Chuggington Wooden Railway* include the modular “2-in-1” buildings and tunnels, which encourage kids to construct and re-shape their *Chuggington* world with simple, reconfigurable designs.

“We are thrilled to bring our specialty retailers and their customers this large-scale, exclusive product launch,” says Peter Henseler, President of RC2 / Learning Curve Brands. “We recognize the need for differentiated product at retail, and with this *Chuggington* launch we embraced the opportunity to develop product specifically designed to appeal to the specialty retail shopper.”

Learning Curve’s *Chuggington Wooden Railway* is expandable and compatible with all other major wooden train systems.

### **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 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](http://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

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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](http://www.ludorum.com)

### **About RC2 Corporation**

**RC2 Corporation** ([www.rc2.com](http://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](http://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](http://www.johnnylightning.com)) and Ertl® ([www.ertl.com](http://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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