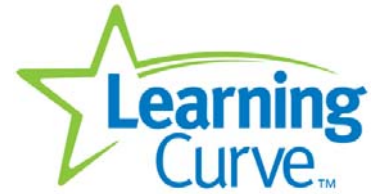


Learning Curve Brands, Inc.
1111 West 22nd Street
Suite 320
Oak Brook, IL 60523
630.573.7200
www.learningcurve.com
NASDAQ: RCRC



FOR MORE INFORMATION CONTACT:

Heidi Murphy
Salmon Borre Group
847.582.1610
heidi@salmonborre.com

FOR IMMEDIATE RELEASE

LEARNING CURVE® BRANDS 'ROARS' INTO TOY FAIR 2010 WITH NEW *DINOSAUR TRAIN* PRODUCT LINE

Whimsical prehistoric characters combine with first-to-market, feature-driven action figure play in this fun-filled line based on the popular animated series.

OAK BROOK, IL (February 14, 2010) Learning Curve® (www.learningcurve.com), a leader in creating innovative toys for children of all ages, has teamed up with The Jim Henson Company (www.henson.com), recognized worldwide as an innovator in puppetry, animatronics and digital animation, to create and launch an all-new prehistoric line of original products based on ***Dinosaur Train***. The all-new *Dinosaur Train* product line, featuring characters from the hit animated preschool series seen daily on PBS KIDS® (check local listings), debuts at the American International Toy Fair (**Booth #1973**).

Combining dinosaur and vehicle play with a brand new technology, **Learning Curve's Dinosaur Train** line features exciting and innovative products that provide a variety of opportunities for imaginative play. **Learning Curve's Dinosaur Train** line includes interactive dinosaur action figures, collectible dinosaurs, plush, puzzles and electronic learning aids, all featuring the characters, sights, sounds and dinosaur-themed adventures from the animated series. Utilizing a technology that brings the dinosaur characters to life and incorporating educational elements from the series, the line delivers an interactive and engaging experience across popular preschool categories. The new ***Dinosaur Train*** line will hit stores in the second half of 2010.

Created for 3-6 year olds, ***Dinosaur Train*** recently made its on-air debut on PBS KIDS® and is quickly becoming the #1 rated show in the network's hosted preschool block. The series features a world of dinosaurs and prehistoric lands, all connected by a colorful train line known as the **Dinosaur Train**. Each episode is seen through the eyes of Buddy, a preschool-aged Tyrannosaurus Rex, and his adoptive family of Pteranodons who go for adventures on the Dinosaur Train to discover and visit with all kinds of dinosaurs in different eras while learning the basic concepts of natural science, natural history and paleontology.

Highlights of the ***Dinosaur Train*** line by **Learning Curve** include:

Dinosaur Train InterAction Roar 'N React Boris Tyrannosaurus Ultimate T-Rex by Learning Curve

Dinosaur action and adventure evolve with the InterAction Roar 'N React Boris Tyrannosaurus Ultimate T-Rex. Spanning nearly two feet in length, Boris is a fully articulated action figure that says more than 70 dinosaur phrases and facts and includes several one-of-a-kind dinosaur

(more)

features. Press his tail and his mouth begins chomping. Press his tongue and he makes crunching sound effects, but watch out for his motion-activated stomping and his T-Rex sized Roar! What makes Boris really unique is built-in technology that allows him to recognize and interact with the other InterAction Figures in the Learning Curve Dinosaur Train line. Whether playing with Boris by himself or alongside his dinosaur friends, kids will enjoy hours of interactive and imaginative fun! **Ages: 3 and up. SRP: \$39.99**

Dinosaur Train InterAction Figures by Learning Curve

Action and InterAction collide for the ultimate dinosaur play experience! Packed with one-of-a-kind dinosaur features, these fully articulated action figure friends of Roar 'N React Boris include a minimum of 40 real dinosaur sounds, facts and character phrases. With their multiple activation touch points, each InterAction Figure has a special dinosaur feature, such as stomping or chomping. In addition, the InterAction Figures have built-in technology that allows them to recognize and interact with the other InterAction Figures in the Learning Curve Dinosaur Train line. **Ages: 3 and up.** InterAction Figures include:

Tiny, Buddy, and Morris InterAction Figures SRP: \$14.99 each

Tank, Ned and Morris InterAction Figures SRP: \$19.99 each

Dinosaur Train Dinosaur and Train Car 2-packs by Learning Curve

All aboard for action and adventure with Buddy and the Dinosaur Train crew! Featuring the beloved characters from the animated series, these collectible 2-packs include a detailed dinosaur figure and a train car decorated to match the character. Each dinosaur figure fits inside its respective train car, which can then attach to the others in the series, extending the Dinosaur Train fun. The 2-packs also include a special Dinosaur Train collector card and are the perfect pocket-size collectible. Character packs include Buddy with train car, Tiny with train car, Morris with train car, Tank with train car, Ned with train car and the Conductor with a train car. **Ages: 3 and up. SRP: \$5.99 each**

Dinosaur Train Dinosaur Collectible 3-packs by Learning Curve

Perfect for hours of imaginative dinosaur play, these 3-packs feature three detailed Dinosaur Train character figures and a special collector card. The 3-pack figures can be enjoyed separately or can fit inside train cars (sold separately) for more role play fun. The 3-packs are available in the following sets: **Mrs. Pteranodon, Shiny, Derek; Mr. Pteranodon, Don & Velma; Boris, Annie & Pete; Dolores, Ollie & Oren. Oren. Ages: 3 and up. SRP: \$7.99 each**

Lights and Sounds Dinosaur Train by Learning Curve

All aboard for prehistoric fun and adventure on the Lights and Sounds Dinosaur Train! With its cool lights and sounds, colorful engine and two observation cars with expanded "head room" for even the biggest dinosaurs, this train will be rocking all the way back to the Triassic time period. As Dinosaur Train fans grow their collection, the Lights and Sounds Dinosaur Train expands to fit additional dinosaur friends and their special train cars. The set also includes Laura Giganotosaurus collectible figure. **Ages: 3 and up. SRP: \$14.99**

Motorized Dinosaur Train Set by Learning Curve

Vehicle fun goes prehistoric with the Motorized Dinosaur Train Set! With a motorized engine leading the way, this train set includes multiple prehistoric destinations familiar to fans of *Dinosaur Train* and more than 12 feet of track to create your own dinosaur adventures! It also includes three collectible dinosaur figures and the three car train, which features the same look as the series' real Dinosaur Train. **Ages: 3 and up. SRP: \$24.99**

Dinosaur Train Mini Plush by Learning Curve

Preschoolers will love to play with their favorite Dinosaur Train dinosaurs. Soft and huggable, they look just like the characters on the *Dinosaur Train* series and are perfect for or hours of imaginative play! Characters include Buddy, Tiny, Tank and Morris. **Ages: 3 and up. SRP \$6.99 each**

(more)

Dinosaur Train 24 Piece Puzzle by Learning Curve

Featuring endearing Dinosaur Train characters like Buddy and Mr. Conductor, this 24-piece puzzle is sure to be a fun challenge for eager *Dinosaur Train* enthusiasts. With its easy-to-handle oversized pieces, this puzzle is perfect for bringing children's favorite *Dinosaur Train* moments to life. When completed, the puzzle measures 11.5"H by 15"W. **Ages 3 and up. SRP \$3.99**

Dinosaur Train Buddy and Friend 60 Piece Puzzle by Learning Curve

Depicting the loveable cast of characters from the *Dinosaur Train* series, this 60 piece puzzle features easy-to-handle and assemble pieces, keeping young fans entertained and engaged during developmental puzzle play. Puzzle measures 10"H by 13"W when completed. **Ages 3 and up. SRP \$5.99**

Dinosaur Train Giant Buddy Floor Puzzle by Learning Curve

Dinosaur Train fans will love creating this larger-than-life image of *Dinosaur Train's* favorite adventurer, Buddy. Colorful and fun to assemble, this giant floor puzzle measures 3 feet high when completed. **Ages 3 and up. SRP \$8.99**

Dinosaur Train Dino Fun Buddy by Learning Curve

With Dino Fun Buddy, dinosaur play gets taken to the next level! This adorable dinosaur figure comes dressed in a Jr. train conductor's uniform and includes a large watch face on his belly that acts as the info center. Insert any one of the 15 dinosaur information tickets into Buddy's clock to trigger different phrases and dinosaur facts. When playtime is over, the train tickets store inside the backpack attached to Buddy's back. With more than 120 dino details and phrases, Dino Fun Buddy is as much fun as he is factual. **Ages: 3 and up. SRP: \$24.99**

About Learning Curve® Brands, Inc.

Learning Curve Brands, Inc. (www.learningcurve.com) is a wholly owned subsidiary of **RC2 Corporation (NASDAQ: RCRC, www.rc2.com)** and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant products that are targeted to consumers of all ages. Learning Curve Brands, Inc. markets its infant, toddler and preschool products under its Learning Curve® family of brands which includes The First Years® and Lamaze brands as well as popular and classic licensed properties such as *Thomas & Friends*, *Bob the Builder*, *Chuggington*, *Dinosaur Train*, John Deere, Disney's Winnie the Pooh, Princesses, Cars, Fairies, Toy Story and other well known properties. The Company's youth and adult products are marketed under the Johnny Lightning® (www.johnnylightning.com) and Ertl®, (www.ertl.com) brands. Learning Curve Brands, Inc. reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

###

(more)



The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy® nominated "Sid the Science Kid," "Dinosaur Train" "Wilson & Ditch: Digging America" and "Pajanimals." Features include "The Dark Crystal," "Labyrinth," "MirrorMask," and "Unstable Fables" and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and postproduction facilities. Independently owned and operated by the five adult children of founder Jim Henson, the Company is also home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment.

The Company's Henson Alternative brand recently launched the New York run of "Stuffed and Unstrung," a live puppet improvisational show at the Union Square Theatre.

<http://www.henson.com>