



Patti Lew

**Assoc. Brand Manager – LeapPad, GradeSchool, and Cell Phone
LeapFrog**

Patti Lew has worked at LeapFrog® since March 2004.

Over the past year, Ms. Lew has worked on a wide variety of project lines, including the Little Touch® LeapPad, My First LeapPad®, and LeapPad learning systems, along with the Grade School line. Ms. Lew was integral to the concept and product development of LeapFrog's new Easy Reader Phonics Program, an innovative learn-to-read program which features interactive flash cards. And she has spent much of the last several months developing LeapFrog's new, burgeoning cell phone business.

Ms. Lew has always held a deep passion for helping to educate and inform others. Prior to joining LeapFrog, She earned a Masters of Business Administration at the University of California, Berkeley, where she was recognized as an Outstanding Graduate Student Instructor in Mass Communications.

Before that, she spent over five years working in television news in several of the nation's top markets. As a Senior News Producer, Ms. Lew oversaw the morning news for Seattle's NBC affiliate, KING-5 TV, and for Houston's ABC-owned station, KTRK-TV. She was also a field producer for KGO-TV in San Francisco.

Ms. Lew holds a Bachelor of Arts in Mass Communications and a Masters in Business Administration, both from the University of California, Berkeley.