



LeapFrog Corporate Fact Sheet

LeapFrog is a leading designer, developer and marketer of innovative, technology-based educational products and related proprietary content. LeapFrog is 100% focused on developing products that will provide the most engaging, effective learning experience – for all ages, in school or home, around the world. We put learning first – a philosophy that distinguishes us from our competitors and fuels the entire company.

The LeapFrog® learning experience is brought to life by our highly specialized teams who unite the three key elements that truly set our products apart:

- We start with a rigorous, proven learning methodology
- We create compelling, multi-layered content
- We deliver the content and learning experience through the use of technology that is intuitive, invisible and engaging

NYSE SYMBOL (LF)

Headquarters 6401 Hollis Street
Emeryville, CA 94608

Established 1995

Employees Over 800 worldwide

Executive Team

Thomas Kalinske, CEO

Jerry Perez, President

Bill Chiasson, Chief Financial Officer

Kathryn E. Olson, Chief Marketing Officer

Tim Bender, President, Worldwide Consumer Group

Jim Marggraff, Executive Vice President, World Wide Content

Madeline Schroeder, Executive Vice President, Publishing Services

Mark Flowers, Executive Vice President and Chief Technology Officer

Jessie Woolley-Wilson, President, SchoolHouse

Robert Moon, Senior Vice President, Chief Information Officer

Educational Advisory Board

Robert Calfee, Ph.D.

Dean of the School of Education at the U.C. Riverside

Professor Emeritus at Stanford University School of Education

Anne E. Cunningham, Ph.D.

Associate Professor, Graduate School of Education, University of California, Berkeley.

Review Panelist for Reading First, US Department of Education Initiative



LeapFrog Corporate Fact Sheet

Alma Flor Ada, Ph.D.

*Director, Center for Multicultural Literature for Children and Young Adults,
University of San Francisco*

Karen C. Fuson, Ph.D.

*Professor, School of Education and Social Policy, Northwestern University.
Member of the Mathematics Learning Study Committee*

Ruth Nathan, Ph.D.

*Executive Educational Advisor, LeapFrog SchoolHouse and Visiting Instructor at
the University of California, Berkeley Extension*

Scott G. Paris, Ph.D.

*Professor and Graduate Program Chair, School of Education, University of
Michigan, Ann Arbor*

P. David Pearson, Ph.D.

Dean of the Graduate School of Education, University of California, Berkeley

Jeni Leta Riley, Ph.D.

*Head of the School of Early Childhood and Primary Education for the Institute of
Education, University of London*

Keith Stanovich, Ph.D.

*Professor, Department of Human Development and Applied Psychology,
University of Toronto, Canada*

U.S. Consumer Division

- LeapFrog has learning products for children from birth through high school. All LeapPad® content and products are based on LeapFrog's proprietary learning methodology, which reflects the highest state and national curriculum standards and coincide with what students are actually learning in the classroom.
- In addition, the LeapPad platforms are the only multimedia learning systems that teach the 3 Rs - reading, writing and arithmetic - and provide a personalized LeapPad learning experience for each child - from six months to ten years old.
- More than 150 interactive software titles
- LeapFrog® products have won more than 275 industry awards with over 40 awards in 2004
- Available at all major retailers

International Consumer Division

- Expanded internationally in 2000
- LeapFrog products available in 25+ countries and six languages
- LeapFrog offices in Canada, France, UK, and Mexico
- More than 200 international software titles
- More than 65 awards internationally from publications and retailers



LeapFrog Corporate Fact Sheet

LeapFrog SchoolHouse Division

- Established in 1999 in response to countless requests from educators to customize LeapFrog's award-winning technology and educational products for the classroom
- Publishes research-based assessment and curriculum content for the PreK - Grade 8 education market
- Staff members include former teachers, learning specialists and child development specialists
- Secured placement on 20 state-approved education products adoption lists
- Won more than 25 awards for LeapFrog SchoolHouse and its products since division debut
- LeapFrog SchoolHouse™ multisensory products currently reach students in more than 60,000 classrooms
- Offer more than 200 interactive books and 450 skill cards representing more than 6,000 pages of interactive content

Corporate Success

- 1995:** LeapFrog Enterprises launches with Phonics Desk® Learning System – integrates patented technology & standards-based curriculum; received Design of the Decade award from *BusinessWeek* in 1999
- 1997:** Merged with Knowledge Universe
- 1998:** LeapFrog going strong with lots of new products including Little Leap®, Explorer Globe, and Twist & Shout® Addition and Multiplication
- 1999:** Company introduces LeapPad® Learning System – integrates new patented & proprietary technology; first educational toy to be top seller in industry; LeapPad system is first ever People's Choice Toy of the Year award recipient
- 2000:** LeapFrog launches SchoolHouse division and expands internationally
- 2001:** LeapFrog successfully introduces products for Infants, toddlers and 'tweens
- 2002:** The LeapFrog Learning Center is a hit at retail; the company files and executes #1 IPO of year; and LeapPad Books and LeapPad system are the #1 and #2 selling toys in US
- 2003:** Successfully launched three new platforms: LittleTouch™ LeapPad, LeapPad Plus Writing and Leapster™ learning systems that were a sensation with consumers
- 2004:** Successfully launched the LeapFrog Baby product line

Press Contacts

press@leapfrog.com
510-596-3333

Investor Relations Contact

ir@leapfrog.com
510- 420-5150

For more information on LeapFrog, visit www.leapfrog.com.

LEAPFROG, LEAPPAD, LITTLETOUCH, PHONICS DESK, LITTLE LEAP, TWIST & SHOUT, LEAPFROG SCHOOLHOUSE, and LEAPSTER are trademarks or registered trademarks of LeapFrog Enterprises, Inc.
©2004 LeapFrog Enterprises, Inc.