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FOR IMMEDIATE RELEASE

RC2 Corporation's Learning Curve® Brands Introduces *Dinosaur Train* to its Powerhouse Line-Up at the 2010 American International Toy Fair

New introductions across sought-after brands blend kid-favorite characters with time-honored play patterns to deliver the brand of developmental fun only Learning Curve can provide.

OAK BROOK, IL (February 11, 2010) Learning Curve® Brands, Inc. (www.learningcurve.com), a wholly owned subsidiary of RC2 Corporation (NASDAQ: RCRC) and a leader in creating innovative toys for children of all ages, debuts a wide range of new toys at the 2010 American International Toy Fair. Combining the debut of the highly-anticipated *Dinosaur Train*™ brand with engaging items across its evergreen brands, the Company reasserts its expertise in creating fun and original toys.

Building on successful 2009 product offerings, the **Thomas Wooden Railway, Caring Corners, Super WHY, Lamaze Infant Development System, John Deere** and **Johnny Lightning** brands are back in 2010 with exciting, new items designed to fuel continued innovation and fun. Joining the **Learning Curve** line-up for the first time in 2010, the **Dinosaur Train** brand will bring the popular animated series to life across preschool play categories. New items for 2010 encourage development, learning and most importantly, play, and reinforce **Learning Curve's** status as a trusted resource for parents and gift-givers alike.

Highlights of **Learning Curve's** 2010 American International Toy Fair introductions include:

Dinosaur Train™ by Learning Curve

Learning Curve creates an all-new line of products based on **The Jim Henson Company's** popular animated series *Dinosaur Train*. The new line will feature a full complement of preschool products debuting in the second half of 2010 that brings to life the rich and detailed world of the series. Combining popular vehicle and dinosaur play patterns, **Learning Curve's Dinosaur Train** line features exciting and innovative products, spearheaded by the **Dinosaur Train InterAction** figures, fully articulated action figures packed with one-of-a-kind dinosaur features and 40+ real dinosaur sounds that recognize and interact with children or other **Dinosaur Train InterAction** figures.

Thomas Wooden Railway™ by Learning Curve

Now Thomas fans as young as 18 months can enjoy the fun and discovery of the classic **Thomas Wooden Railway** train system with an all-new line designed especially for beginning engineers! The **Thomas Wooden Railway Early Engineers Line** is made with the same quality wood craftsmanship and timeless signature look found in every **Thomas Wooden Railway** set. Designed to captivate

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toddlers' imaginations while bringing train play within their grasp, the **Early Engineers Line** features larger engines that are perfect for small hands, tracktiles that provide secure layouts and simple-to-use destinations. The **Early Engineers Line** is compatible with the rest of the **Thomas Wooden Railway**, so as young engineers continue their journey with Thomas, they can easily expand and add to their **Thomas & Friends** world.

Caring Corners® by Learning Curve

Since its introduction in 2008, **Learning Curve's Caring Corners** line has been committed to developing products that maintain the brand's core values of caring, sharing and preparing. While keeping with those same values, the line evolves in 2010 with the addition of a portable dollhouse and a new product segment that focuses on the best-selling and timeless nurturing play pattern. Girls will love playing out the endless number of fun and interactive adventures that await them with the new **Caring Corners Miss Butterfly Bliss™ Interactive Cottage** and **Nanny Oakes Interactive Treetop Nursery**.

Super WHY® by Learning Curve

Learning Curve's **Super WHY** line continues to bring fun and excitement to preschoolers with toys based on the adventures of **Out of the Blue's** top-rated, literacy-charged preschool series **SUPER WHY**. Comprised of products that encourage imaginative and action based play, the new **Super WHY** line by **Learning Curve** is sure to be a hit with moms and preschoolers alike.

Lamaze® Infant Development System

Parents have known and trusted the **Lamaze®** brand for more than 50 years. Building on that trusted brand, Learning Curve continues to make products that encourage infants' physical and cognitive development beginning at birth. In addition to actively engaging baby, several new items from the Lamaze line have been specifically designed to grow with baby as their skill levels expand, thereby extending play value. **Learning Curve** has also added to its **Lamaze Play and Grow** line, **Lamaze Tunes** family, and more, rounding out this award-winning and sought-after developmental brand.

Ertl John Deere®

From rough and rugged sandbox vehicle play to the most intricately detailed collectible, **John Deere** is the only brand that promotes the best of farm and construction play for kids of all ages! New for 2010, Learning Curve will debut more than 80 new John Deere items. The comprehensive product line-up includes everything from educational preschool products to ultra-tough, radio controlled vehicles to die-cast farm and construction replicas.

Johnny Lightning®

For 40 years, Johnny Lightning has set the standard for die-cast car authenticity and collecting excitement. The brand's **Forever 64** series offers unprecedented quality and detail at a new affordable, collectible price. With brand new models, limited releases, exciting themes and highly sought-after chase programs, this line will be a "must have" for every die-cast collector in 2010.

About RC2 Corporation

RC2 Corporation (NASDAQ: RCRC, www.rc2.com) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles and infant and toddler products. RC2's infant, toddler and preschool products are marketed under its Learning Curve® (www.learningcurve.com) family of brands which includes The First Years and Lamaze brands, as well as popular and classic licensed properties such as *Thomas & Friends*, *Chuggington*, *Dinosaur Train*, John Deere, Disney's Winnie the Pooh, Princesses, Cars, Fairies, Toy Story and other well known properties. RC2 markets its youth and adult products under the Johnny Lightning (www.johnnylightning.com) and ERTL® (www.ertl.com) brands.

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RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia and Asia Pacific.

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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