
Marathon Projects Ltd.

Learning Curve Brands in Partnership With Lamaze® International Announce The First Maternity Apparel Program For Preeminent Prenatal and Infant Brand

(Midland Park, NJ - October, 2008) Learning Curve Brands, Inc., a wholly owned subsidiary of RC2 Corporation, in partnership with Lamaze® International, announces the launch of Lamaze maternity and nursing lingerie. Lamaze International, a nonprofit organization founded in 1960, is the most trusted resource for pregnancy, childbirth and early parenting information. More than a decade ago, Learning Curve and Lamaze International joined forces to launch the multi-award winning Lamaze Infant Development System. Now after 13 successful years together, the two companies realized that the strength of their partnership should extend into other relevant channels and products. Together with the efforts of Marathon Projects, a NJ based licensing firm, Lamaze International signed a license agreement with NY based, Panties Plus, a major player in the lingerie market for the launch of the Lamaze Maternity Intimate Apparel Collection.

"Learning Curve and Lamaze International are working together to extend the brand essence that has been so vital to the success and longevity of our developmental toy line," says Peter Henseler, President of Learning Curve Brands, Inc. "We at Learning Curve Brands know first-hand how important the Lamaze name is to moms. Due to our integrity and successes with the brand, Lamaze International asked us to help them branch out and entrust the Lamaze International license to additional companies and new product categories. We are honored to assist Lamaze International in such a trusted position."

"Lamaze International is founded on the cornerstone of education and advocacy; as a not-for-profit organization, we are a trusted source for new moms. As such, it is our duty to be linked with companies and products that live up to our high standards," says Pam Spry, PhD, CNM, FACNM, LCCE, President of Lamaze International.

"More than a decade ago we found a quality partner in Learning Curve Brands and so with their help we will work to extend the Lamaze name into other worthwhile products that new mothers, and infants, will appreciate. In doing so, this new exposure of Lamaze to the public will help also support our ongoing educational mission," Spry continued.

The agreement with Panties Plus, a top-quality maternity lingerie company, focuses on fashion intimates for the junior, missy, and full-figure market; their items are currently being sold in over 30,000 retail locations throughout the US and Canada.

"Our company is very excited about the opportunity to launch the Lamaze Maternity Intimates Collection," says Abe Hanan, CEO of Panties Plus. "We feel the expecting and nursing mother does not have ample choices when it comes to their intimate apparel needs. There is not a single brand that exists today in multiple channels of distribution that can cater to the expecting and nursing mother the way the Lamaze Maternity Intimate Apparel Collection can."

With expertise in foundations design, manufacturing and distribution Panties Plus is perfectly poised to introduce the Lamaze Maternity Intimate Apparel Collection to the market. It will feature nursing bras, panties, and other maternity and post-natal lingerie. The line will arrive in stores in the first quarter of 2009.

About Learning Curve Brands, Inc.

Learning Curve Brands, Inc. (<http://www.learningcurve.com>) is a wholly owned subsidiary of RC2 Corporation 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(R) family of brands which includes The First Years(R) by Learning Curve and Lamaze brands as well as popular and classic licensed properties such as Thomas & Friends, Bob the Builder, Winnie the Pooh, John Deere, Nickelodeon and Sesame Street. The Company's youth and adult products are marketed under the Johnny Lightning(R) (<http://www.johnnylightning.com>) and Ertl(R), (<http://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.

About Lamaze International

Since its founding in 1960, Lamaze International has worked to promote, support and protect normal birth through education and advocacy through the dedicated efforts of professional childbirth educators, providers and parents. An

international organization with regional, state and area networks, its members and volunteer leaders include childbirth educators, nurses, midwives, doulas, lactation consultants, physicians, students and consumers. For more information about Lamaze International and the Lamaze Institute for Normal Birth, visit <http://www.lamaze.org>.

About Panties Plus Inc.

Panties Plus Inc. is a leading worldwide manufacturer in the intimate apparel industry. Well known for the past 13 years, Panties Plus Inc. is one of the premier vendors in the fashion intimates business. The companies Corporate offices and showroom are currently located at 180 Madison Ave 20th Floor, New York NY 10016. There are plans to expand to a new location at 320 5th Ave, New York, NY 10001 in the fourth quarter of this year.