



Les Ulis, September 30th 2020

Lexibook® is pleased to announce the signature with Viacom International Inc. of the Baby Shark™ license, the worldwide hit whose adorable characters have become iconic!

Co-produced by Nickelodeon studios, the new animated Baby Shark™ TV series, featuring 52 x 11 minute episodes and which will be broadcast on the NICKELODEON JUNIOR channel, will follow the adventures of Baby Shark and his best friend William who set off every day to meet new friends, all in song.

Among the novelties, here are three Baby Shark™ products launched for the start of the school year: an educational talking tablet, a CD player and a stereo headphone!

A Baby Shark™ educational bilingual tablet!

The Baby Shark™ educational talking tablet has a light, thin and compact format to make it easy to take anywhere. Educational, the tablet boasts 5 different modes: Words and Letters Learning, Spelling Games, Interactive Quiz and Introduction to Music! Fun and playful, the tablet is bilingual in English and French and its interactive quiz mode “Which one is...?” enables the children to learn while having fun.



The child can press any button to make the tablet pronounce letters, numbers or even words in English or French. Thanks to its touch screen and its talking function, it is the perfect toy for toddlers to learn not only the alphabet, but also new languages!

Reference : JCPAD002BSi1

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A Baby Shark™ CD Player to sing with your favourite characters!

Listen to all of your favourite music on this fun CD player! A jack plug allows you to connect your headphones to enjoy your music in peace. Moreover, with its built-in handle, take your music wherever you like! Its round shape with anti-shock function, its big knobs and its LCD screen make it a CD player fit for toddlers and easy-to-use. The children can sing on their own or in duos thanks to the two microphones included: perfect for having hours of fun playing the iconic Baby Shark™ song!



Reference : RCDK100BS



Baby Shark™ stereo headphone to listen to your favourite music!

Immerse yourself in the world of Baby Shark™ with this headphone which compatible with any audio and video players having a jack output! Made for young children, this adjustable headphone has limited sound power of 85dB to protect little ears! Foldable and light, they can accompany all Baby Shark fans everywhere they go!

Reference : HP015BS

These products will be available in most large and specialized retailers as well as on online stores. They are the first products of a range which will be expanded in 2021.

About Pinkfong

Pinkfong is an international brand of content created especially for children. Pinkfong has more than 5 000 songs and stories in its vast content library, available on the App Store, Google Play, YouTube and Amazon Prime. Pinkfong has won numerous awards: the brand was awarded the Amazon Video Direct Star and was voted best family app by Google Play over the period 2014-2017. It also received the Diamond Creator Trophy attributed by YouTube.

For more information, you can visit Pinkfong's website, subscribe to its YouTube channel, or follow the company on Facebook, Instagram and Twitter.

Lexibook

Lexibook® Owner of more than 42 registered brands such as Decotech®, Karaoke Micro Star®, Spy Move®, Move Cam®, Cyber Arcade®, Meteoclock®, Serenity®, Tablet Phone®, Lexitab®, iParty®, FlashBoom®, etc., Lexibook® is the European leader in licensed electronic leisure products for children. This success is founded on a proven strategy of marrying strong, international licenses to electronic consumer products with high added value. This strategy, complemented by a policy of constant innovation, enables the group to thrive internationally and to constantly develop new ranges of products under the Group's brands. Lexibook® is listed on EURONEXT (Alternext: 3359). With over 25 million products on the market, the company now sells a product every 10 seconds worldwide! To find out more: www.lexibook.com and www.decotech-lights.com.

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