



For Immediate Release

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Caring Corners® and Goodwill Industries® team up to help children learn that it's better to give than to receive Carton of Caring® Donation Program helps children experience the joy of giving

Goodwill of Central Arizona

Overview

Provides job skills training and career services for those with vocational disadvantages—including physical and emotional barriers, welfare dependency, illiteracy and homelessness

One of 184 independently operating Goodwill organizations worldwide

Serves Maricopa, Yuma, La Paz, Gila and portions of Pinal and Yavapai Counties

Positively impacts the community and individual lives by helping those with disadvantages obtain self-sufficiency and economic independence

2007 Highlights

Almost 11,000 youth and adults benefited from career and training services

4,600 employment opportunities were secured

\$60 million in total revenue

39 retail stores operating throughout central Arizona

850,000 donors

PHOENIX (November 11, 2008) — Too often the season of giving turns into the season of 'getting' – especially for children. This holiday season, in central Arizona, children can begin learning what it feels like to give back to their local community. This first-of-its-kind partnership between toymaker, Learning Curve Brands, Inc. and Goodwill Industries is called the Carton of Caring® Donation Program. The program encourages charitable giving during the holidays, an important lesson of sharing and compassion that is never too early to learn.

This lesson of "giving not getting," begins with the *Caring Corners® Mrs. Goodbee™ Talking Dollhouse* from Learning Curve Brands. The dollhouse is actually two unique gifts in one – a gift for the child to keep and a gift for her to give away. The first gift is the dollhouse, which helps children learn social and emotional skills in a fun, interactive way through imaginative play. That second gift – the giving part – comes to life with the Carton of Caring Donation Program. Children are encouraged to fill Mrs. Goodbee's "Carton of Caring" (the box the dollhouse comes in) with gently used clothing and toys and donate them to any of the 2,200 Goodwill stores nationwide and in Canada.

There is no better time to help children participate in the art of giving back than during the holidays. Donating is a simple caring act that can help expand a child's world from "me" to "we." When children donate their Carton of Caring, they will receive a Certificate of Appreciation from Goodwill Industries and earn a special online code that "unlocks" a Caring Corners Web game available only through donation.

"Carton of Caring" clothing and toy donations will be sold at the Goodwill of Central Arizona stores, with proceeds helping to fund Goodwill's job training programs and support services in their local communities.

"Children can feel good because their donations will help people earn a paycheck and support themselves and their families," says Jim Teter, President and CEO for Goodwill of Central Arizona. "Most important, the experience of giving lets preschoolers learn firsthand the satisfaction of helping others in their community."

Goodwill stores hours are 9 a.m. to 9 p.m. Monday through Saturday; 10 a.m. to 6 p.m. on Sunday.

Note to the Editor: Purchase and donation is necessary to participate in the program and receive Goodwill recognition and online codes. The *Caring Corners Mrs. Goodbee Dollhouse* can be found at retailers nationwide, including Target, Wal-Mart and Toys R' Us.

ABOUT LEARNING CURVE BRANDS, INC.

Learning Curve Brands, Inc. (www.learningcurve.com) is a wholly owned subsidiary of **RC2 Corporation (NASDAQ: RCRC, www.rc2.com)** and is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, and infant and toddler products. Learning Curve Brands, Inc. markets its infant, toddler and preschool products under its Learning Curve® family of brands which includes The First Years® 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® (www.johnnylightning.com) and Ertl®, (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.

Celebrating 60 years in the Valley, Goodwill of Central Arizona is one of the oldest and largest nonprofit agencies in Arizona. Our commitment is to "Put People to Work" throughout Arizona by providing job skills training, education and career services to those with vocational disadvantages that can include physical and emotional barriers, welfare dependency, illiteracy and age. In 2007, we served 11,000 youth and adults on their quest toward self-sufficiency and placed more than 4,600 into competitive employment. For more information on Goodwill of Central Arizona visit www.goodwillaz.org.

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