



Rewards“R”Us® Provides Loyal “R”Us® Customers with Special Benefits, Values and Savings

- In October 2008, Toys“R”Us, Inc. launched a new loyalty membership program, Rewards“R”Us®, to thank its best and most frequent customers for their patronage, both in-store and online, and offer them additional opportunities to find great values and enjoy special services.
- Customers can sign up for the complimentary program at any “R”Us® store nationwide or at Toysrus.com/rewards. Enrollment in the Rewards“R”Us program requires a valid e-mail address in order to receive earned rewards. Once enrolled, members can begin taking advantage of a variety of exclusive benefits and promotions, which include:
 - **“R”Us Dollars:** Members can earn \$5 for every \$150 spent in qualifying purchases during select promotional periods – with a maximum earn of \$20 “R”Us Dollars per month and \$60 “R”Us Dollars per earning/promotional period. Certain purchasing restrictions apply to select items, which may qualify for only \$.50 for each \$1 spent. Qualifying purchases do not include gift cards, reward-eligible diapers and formula, greeting cards or shipping and handling.
 - **Registry Rewards:** Baby registrants who are also Rewards“R”Us members earn rewards for all qualifying purchases friends and family make from their registries from the point the registry is established and linked to the registrant’s Rewards“R”Us account through 90 days following their event date. Gift-givers, who are Rewards“R”Us members, will also earn rewards for their purchases.
 - **Diaper Rewards with Pampers® and Huggies®:** Members can earn one free value box of diapers when nine value boxes of one brand are purchased. Only one certificate can be earned within a nine-month period.
 - **Formula Rewards with Gerber® Good Start, Enfamil®, Similac® and Babies“R”Us® brands:** Members can earn one free case of 32-oz ready-to-feed formula or one can of Gerber® Good Start, Enfamil®, Similac® or Babies“R”Us® powder formula when nine cases or nine cans from one brand are purchased within a 12-month period.
 - **Free Greeting Card from American Greetings®:** Members can earn one free greeting card when five cards are purchased.
- To take full advantage of Rewards“R”Us, members can visit our dedicated website, Toysrus.com/rewards to:
 - Keep track of their purchases and reward status
 - Find out about our latest partner promotions and exclusive offers
- Other ongoing perks of the program include:
 - **Safety Notifications** – Members with an active e-mail address on file will automatically receive notices if a product they purchased with their membership at an “R”Us store or online has been recalled.
 - **Member Shopping Events** – Members will receive advance notice of exclusive in-store sales and events.
 - **Members Only Discounts** – Members will receive discounts and special offers via periodic mailings and e-mails.

- **Returns Made Easy** – Members do not have to worry about keeping receipts for their purchases in the event they wish to make a return or exchange in-store. To make returns even easier, Toys“R”Us implemented a system whereby store employees can look up any member’s transaction simply by rescanning the shopper’s card, as long as the member’s card was scanned during the original purchase. All members have to do is remember to scan their card each and every time they shop with “R”Us! *(Normal return policies apply).*