



TOYS“R”US, INC. HISTORICAL TIMELINE

1948	<ul style="list-style-type: none">• Charles Lazarus opens his first baby furniture store, Children’s Bargain Town, in Washington, D.C.
1950	<ul style="list-style-type: none">• To meet customer demand, Lazarus begins selling toys
1957	<ul style="list-style-type: none">• Lazarus adopts supermarket model for his stores and renames specialty toy chain, Toys“R”Us®
1960	<ul style="list-style-type: none">• Mascot and spokesanimal Geoffrey® the Giraffe introduced in newspaper advertisements
1966	<ul style="list-style-type: none">• Four stores in the Washington, D.C. area reach total sales of \$12 million;• Lazarus sells chain to Interstate Stores for \$7.5 million, but continues to run Toys“R”Us
1968	<ul style="list-style-type: none">• Geoffrey the Giraffe begins making in-store appearances at Toys“R”Us stores
1974	<ul style="list-style-type: none">• Interstate Stores files for bankruptcy; Lazarus appointed to run Interstate Stores
1978	<ul style="list-style-type: none">• Lazarus leads Interstate Stores out of bankruptcy, changes name to Toys“R”Us, Inc. and begins trading on the New York Stock Exchange (NYSE)
1983	<ul style="list-style-type: none">• Kids“R”Us® premieres in Paramus, New Jersey and Brooklyn, New York
1984	<ul style="list-style-type: none">• Toys“R”Us opens its first international stores in Canada and Singapore
1985	<ul style="list-style-type: none">• Charles Lazarus hosts the first Toys“R”Us benefit gala in New York City to raise funds for children’s charities
1992	<ul style="list-style-type: none">• Japan celebrates its first Toys“R”Us location with a visit by President George H. Bush• Toys“R”Us, Inc. establishes the Toys“R”Us Children’s Fund, a non-profit organization dedicated to improving the health and well-being of children
1994	<ul style="list-style-type: none">• Michael Goldstein assumes Chief Executive Officer title from Charles Lazarus
1996	<ul style="list-style-type: none">• Babies“R”Us® makes its debut in Westbury, New York
1997	<ul style="list-style-type: none">• Babies“R”Us acquires and merges with Baby Superstore
1998	<ul style="list-style-type: none">• Robert Nakasone appointed Chief Executive Officer of Toys“R”Us, Inc. Toys“R”Us, Inc. launches Toysrus.com
1999	<ul style="list-style-type: none">• Toys“R”Us, Inc. acquires Imaginarium®
2000	<ul style="list-style-type: none">• John Eyler joins Toys“R”Us, Inc. as President and Chief Executive Officer• Partial IPO of Toys“R”Us Japan completed• Toys“R”Us, signs partnership deal with Amazon.com®
2001	<ul style="list-style-type: none">• Toys“R”Us, Inc. establishes an international flagship store with the highly-anticipated opening of Toys“R”Us Times Square, The Center of the Toy Universe®

TOYS“R”US, INC. HISTORICAL TIMELINE *(continued)*

2003	<ul style="list-style-type: none"> • Toys“R”Us, Inc. announces closure of stand-alone Kids“R”Us and Imaginarium stores
2004	<ul style="list-style-type: none"> • Toys“R”Us, Inc. announces strategic review of all business units
2005	<ul style="list-style-type: none"> • Toys“R”Us, Inc. becomes a private company after being sold to an investment group consisting of Bain Capital Partners LLC, Kohlberg Kravis Roberts & Co. (KKR) and Vornado Realty Trust (NYSE: VN) for \$6.6 billion
2006	<ul style="list-style-type: none"> • Gerald Storch appointed Chairman and Chief Executive Officer of Toys“R”Us, Inc. • Toys“R”Us, International celebrates 15th year in Japan • Babies“R”Us celebrates 10 years as THE baby authority
2006	<ul style="list-style-type: none"> • Toys“R”Us, Inc. separates from Amazon; launches independent Toysrus.com website
2006	<ul style="list-style-type: none"> • Toys“R”Us, Inc. opens first Side-by-Side stores on July 14 in Galleria, Texas; Baytown, Texas; Chester, Minnesota; and Johnson City, Tennessee
2007	<ul style="list-style-type: none"> • Toys“R”Us, Inc. opens first “R” Superstore in Elizabeth, New Jersey on November 2
2009	<ul style="list-style-type: none"> • Toys“R”Us, Inc. acquires eToys.com. Soon after, in another transaction, it acquires Toys.com, one of the most commonly used URLs for online toy searches • Toys“R”Us, Inc. acquires the KB Toys™ brand, including its URL, KBToys.com, its trademarks and other intellectual property rights • Toys“R”Us, Inc. acquires the legendary FAO Schwarz®, including the flagship store in New York City, and its e-commerce and catalog businesses • Toys“R”Us, Inc. opens nearly 100 Toys“R”Us Express locations across the U.S. in malls and more than 260 toy shops within the company’s Babies“R”Us stores