



Come Visit Toys“R”Us® Times Square: The World’s Greatest Toy Store® (Located at 44th Street & Broadway)

Feature Attractions

Toys“R”Us® Times Square – an acclaimed “must-see” destination in New York City – offers kids and kids at heart an unparalleled shopping experience with dedicated areas for interactive play, spectacular views of Times Square and 110,000 square-feet of the best and broadest assortment of toys, games and electronics.

The Toys“R”Us Times Square tour can begin with a ride on the only indoor **Ferris Wheel** in the heart of New York City. Aptly referred to as The World’s Greatest Toy Store®, the company’s international flagship store boasts a dramatic 60-foot Ferris Wheel, complete with flashing, neon lights. The ride features 14 individually-themed cars, each inspired by a favorite children’s toy or character. And, a portion of the proceeds from the Ferris Wheel admission price goes directly to the Toys“R”Us Children’s Fund, which supports the work of children’s charities across the country.

The cars’ themes are:

- Mr. & Mrs. Potato Head
- Toy Story 2 (Buzz Lightyear, Woody, Jesse and an Alien)
- Barbie® Doll Car
- MEGA® BLOKS Taxi
- Cabbage Patch Kids Camp Bus
- My Little Pony®
- Geoffrey® the Giraffe
- Little People® School Bus
- M&M’s® Car
- Matchbox® Fire Truck
- Mr. Monopoly®
- Nickelodeon Zany Zapper
- Scooby-Doo® Mystery Machine
- Cozy Coupe® Car

Next, visitors to the Big Apple can journey to a place where pictures are a snap. To commemorate a trip to Times Square and share memories of their visit to the world’s largest toy store, the **Wheel Photo Fun** photographs guests as they hop into a car for a ride on the 60-foot Ferris Wheel. With instant printing, Wheel Photo Fun won’t keep you waiting for that special keepsake that is sure to be a highlight in the family scrapbook.

Lower Level

First, customers can weave through the **Video Games & Movies** department, which features the hottest consoles and latest games sure to interest avid gamers, as well as any kid, teen or adult interested in getting in on the newest video game craze. Comprised of an amazing 6,200 square-feet, this space showcases the latest electronic diversions and accessories, including Nintendo® Wii™, Sony® PlayStation 3® and Microsoft® XBOX 360™. On the way out, shoppers can browse through an expansive selection of DVDs and Blu-Ray discs of children’s shows, kids’ movies and family-friendly flicks.

As a refreshing break from shopping, customers can treat themselves to a sweet snack at the **Scoops“R”Us™** shop, the tastiest place on the Lower Level. Here customers will find all their favorite delectable desserts as they cool down with premium ice cream from Häagen Dazs®, devour melt-in-your-mouth, fresh-baked cookies from David’s Cookies®, and perk up with the best coffee drinks from Serving the Best Seattle’s Best Coffee™.

Families looking for the perfect electronic items to bring home should check out the **Sony® Shop**, which is filled with the latest assortment of Sony products, including digital cameras and camcorders, portable MP3 players, docking stations and much more. To help visitors make informed choices about which electronic devices are best suited to their lifestyles, the boutique is staffed with knowledgeable employees who are specially trained on the features of all Sony products.

Need an Apple® iPod, new headphones or a karaoke machine? How about a new set of drums, a guitar, or even a kazoo? Patrons can parade over to **Electronics & Music** to see the wide array of musical instruments and accessories always in play. Those who want to watch and listen can choose from a wide selection of products, including musical instruments from First Act® and Casio®, CDs, DVDs and camcorders, as well as televisions and boom boxes, some of which feature kid-favorite characters from hot properties such as the Disney® Princess Collection, featuring the newest member, Princess Tiana from Disney®’s *The Princess and the Frog*.

Don’t take a pass on the **Sports** section, filled with clothing and accessories to help visiting fans root, root, root for the home team. With a spectacular array of sports equipment from kids’ fishing poles and Nerf® collections, to footballs, baseballs, bats and more, no sports follower could leave this department without hitting a home run!

ROBOTGALAXY• has landed in the heart of Times Square and offers an interactive toy and online game concept shop right in The World’s Greatest Toy Store®. The ROBOTGALAXY Lab enables Explorers (a.k.a. kids) to create, program and activate their own robot from over 1,000 combinations.

Next, auto enthusiasts can enter the world of **Wheels**, filled with almost every type of remote-controlled vehicle, including racecars, SUVs, pick-up trucks, helicopters, planes and boats. There are even battery-powered cars big enough for kids to drive, such as bikes, jeeps and ATVs. Guests will also find conventional (and not so conventional) bicycles, along with riding safety accessories. Customers can then descend into a high-tech “garage” where they’ll be treated to a multi-sensory celebration of wheels. The area features Mattel, Inc.’s **Hot Wheels®** and **Matchbox®** vehicles, accessories and more. Adorning the entry way is an encased mannequin wearing the uniform of the city’s real superheroes, the New York City Fire Department. The world of wheels also includes highly-detailed six-foot replicas of the Hot Wheels #44 racing stock car, the legendary Twin Mill®, a Matchbox® fire truck and Twin Flame® bike.

Adding to the store’s spectacular array of lights, sounds and – of course – TOYS, the **Guest Services** department offers a number of amenities, including a UPS™ counter where shoppers can send gifts straight to their home or to loved ones afar, an assortment of themed plates, cups, tablecloths and more for last-minute party planners, and an ATM for added convenience.

Level One

Commemorate a trip to the Big Apple at **Geoffrey’s Universe**, where visiting guests can find Toys“R”Us Times Square and New York City memorabilia for loved ones back home. From Geoffrey-inspired T-shirts and baseball caps, to I ♥NY paraphernalia and teddy bears, the souvenir shop has gifts to suit the tastes of kids and adults, alike. Guests can show their love for Toys“R”Us by taking a picture beside Geoffrey the Giraffe at **Geoffrey’s Photo Op** or choosing from a broad selection of shirts, hats and more that feature the iconic logo of The World’s Greatest Toy Store®.

WONKA, the only candy shop of its kind in the world, offers candy lovers a one-of-a-kind opportunity to experience a piece of WONKA’s world. Filled to the brim with fruity and chocolaty confections galore, this shop

is a sensory adventure of sight, smell and sound.

For style-conscious girls looking to update their closets with fun accessories, **LittleMissMatched™** is the perfect place to start. From leg warmers and socks to T-shirts and sweatshirts, these separates are made in all different styles and patterns, ideal for miss-matching! Journals and backpacks complete the set for amazing back-to-school apparel. Continuing the creativity just a few steps away, **Fashion Angels®** is a completely customizable counter that offers kids the opportunity to create jewelry whichever way they choose. Whether a necklace or earrings, sparkly or colorful, these custom jewels are sure to catch anyone's eye.

Cookie Party, a fun, creative and interactive party experience and specialty bakery, offers New York City-area families a new and exciting way to celebrate kids' birthdays. Here, customers can enjoy baking party packages, play dates, Cookie-Party-To-Go kits as a take-home activity and a specialty bakery that showcases an assortment of fresh baked cookie recipes.

Level Two

Look, up in the sky! That's where Superman is rescuing the store from a runaway truck while he leads visitors into the world of **Action Figures & More**. Whether battling alongside a 13-foot-tall replica of Optimus Prime from **TRANSFORMERS™**, several life-sized characters from *Star Wars®* or their favorite superhero, kids will be thrilled to find every action figure they desire, while they check out the life-size Spider-Man™ as he swings overhead.

Standing guard over the gates of **Jurassic Park™** is a five-ton, 20-foot-high and 34-foot-long animatronic *Jurassic Park™* T-Rex dinosaur. With an awesome roar and realistic movements, including rolling eyes, rocking head and a swinging tail, the dinosaur stands at the base of an exciting assortment of science kits and activities and even a rock cracking station by **Astro Kids!** Guests can choose from a variety of polished gemstones or crack their own rocks to discover what's inside! Once shoppers check out the vast array of science materials including telescopes and microscopes, they can even get their pictures taken by our professionals as T-Rex hovers above.

See the New York City skyline as never before – constructed entirely out of **LEGO®** bricks. Gaze at the 25-foot replicas of the Empire State Building, complete with King Kong clinging to its spire, the Chrysler Building and the Statue of Liberty.

Next, big and little enthusiasts alike can drop by the two-story, 4,000-square-foot **Barbie® Dollhouse**, which houses an unimaginable assortment of dolls, including limited edition Barbie® Dolls for passionate collectors. The welcoming abode is decorated with stylized flowers in Barbie® colors and dolls dressed in designer outfits. Surrounding the house is a huge selection of other favorites for little girls including Liv® Dolls, Moxie® Dolls, pint-sized Disney Princesses® and Littlest Pet Shop® Collections.

Guests can make their next move to the **Games** department where they will leap into a classic library of games, including Monopoly™, Hungry Hungry Hippos™, Scene It?®, Life®, Uno™ and more. For kids looking to transport into their favorite flicks, games based on *TRANSFORMERS™* and *Harry Potter™* are only a footstep away. Families will never be bored with this selection of board games, puzzles and more that prepare shoppers for some friendly competition.

Imaginations will run wild at **Imaginarium®**. This shop, for kids of all ages and interests, features plenty of interactive learning toys and other activities. Visitors can chug along with a Thomas the Tank Engine® train table that includes Thomas and all of his friends.

Shoppers with baby on the brain can follow the stork to the 6,100-square-foot **Babies“R”Us®** department where new and expectant parents will find an assortment of must-have items for little ones. Items include baby-proofing essentials, bath time accessories, nursery bedding, room décor and baby gear, such as strollers, car seats and playards. Style-savvy moms can also find apparel for children up to 48 months, including collections from designers Cynthia Rowley and Amy Coe, which are available exclusively at Babies“R”Us. This one-stop baby shop also offers parents-to-be a best-in-class Baby Registry to make gift shopping a cinch for

friends and loved ones. For moms in a pinch while visiting the city, the Babies“R”Us department is also a great place to pick up diapers, sunscreen, a lightweight stroller or baby carrier.

The store’s smallest shoppers can then hop on over to the **LeapFrog® Shop**, where kids are sure to adopt a lifelong love of learning. This department is teeming with the latest learning products, including dozens of educational toys and games, as well as interactive books covering subjects as diverse as reading, spelling, math, music, geography, phonics and science.

Tiny Tots can “Enroll” at **The Fisher-Price® Learning Center** - a verifiable schoolhouse of teaching tools – offering interactive games and learning toys for children six months to eight years of age. These fun and educational devices feature basic skill instructions for ABCs and 1,2,3s to more advanced tutorials, such as reading and problem-solving proficiency.

Kids looking for an adventure can go on a hunt to find **Plush Pets**, the softest, cuddliest and cutest stuffed animals. From classic Teddy Bears both big and small, to the sweetest puppies, kitties and ducklings around, children will find their best furry friend in this extensive collection.

Need to satisfy that sweet tooth? Follow the colorful path to **Candy Land®**, which boasts recognizable characters from the classic game, including King Candy, Gloppy and more. Innovative candy displays including a large ice cream cone filled with candy-themed pieces encircle bins of gummy bears, Hershey® chocolate kisses, cherry cordials and Swedish Fish®. A selection of more than 200 types of bulk candy, unique sweets, M&Ms® of every hue, Crumbs® cupcakes and much more can be found in this is one sweet stop!

Out and about, and without a remote in hand, kids can still catch their favorite cartoon at the **Ben 10®** shop. Featuring the latest games, toys and Ben Ten-themed accessories, this shop brings Ben and his mystical powers out of the TV screen and into kids’ hands.

Level Three

Checked all the levels of the store, and still can’t figure out what to buy? Visitors can be assisted by the highly trained **Personal Shoppers** and **Corporate Sales** department to find the perfect gift or necessity. These experts, along with other customer service amenities such as gift-wrapping, gift certificates and in-store shipping (to local, national, and international locations), offer guests the ultimate in customer service.