



Toys“R”Us® Exclusive Brands

As the world’s leading dedicated toy and juvenile products retailer with merchandise sold in 34 countries and jurisdictions, Toys“R”Us, Inc. believes it has the unique global insight to stay ahead of emerging trends and identify the hottest toys entering the market. With thousands of exclusive brand product offerings, Toys“R”Us® delivers affordable, quality products that reaffirm the company’s specialist position as the world’s leading, dedicated toy retailer. Toys“R”Us continues to innovate through its collection of exclusive brands, expanding into new categories and offering one-of-a-kind products only found at “R”Us® stores and online at Toysrus.com and Babiesrus.com.



Air Zone® brand foam blasters and suction dart blasters are designed to deliver high-powered indoor and outdoor sporting play that is affordable and fun. Single-handed, automatic rapid fire action, battle-ready multi-foam dart cylinders, disc shooters, gatling style launchers and long distance, foam toy bow-and-arrow sets are available in a wide range of styles and appeal to adventurous kids and budget-savvy parents.

Animal Planet®, a Toys“R”Us exclusive collection of licensed toys, celebrates the diversity and wonder of animal life while engaging a child’s natural curiosity about the many species that have roamed the earth. Realistic details drive **Animal Planet’s** ability to incorporate learning and fun, bringing meaningful play experiences to kids with their favorite animals. Ranging from playsets and foam animals to games, puzzles, radio-controlled creatures and more, **Animal Planet** toys provide hands-on learning experiences for little ones to take part in the natural world brought to life by the popular network brand.



The **Avigo**® brand first rolled into Toys“R”Us stores in 2008 and is now one of the company’s top bike brands. **Avigo** has been a customer favorite since its introduction, due to its focus on fun, safety and value. The **Avigo** line features more than 900 items, available in both modern and traditional styles, including a variety of electric ride-on vehicles, bicycles (for kids and kids at heart), scooters and skate products, as well as safety gear, such as helmets and pads.

Distinguished by exclusive characters and an established palette of soft colors, **Bruin**™ **Infant** toys focus on traditional infant play patterns through a wide range of durable juvenile products. From functional vehicles, music and bath toys to ride-ons, walkers and activity centers, **Bruin Infant** is a brand that parents trust to provide colorful, stimulating and developmental twists on classic infant play patterns for baby at great values.



Bruin™ **Preschool** carries forward the vibrant colors and sounds from **Bruin Infant** with a distinctive assortment of toys that inspire interaction and build upon traditional preschool play. The collection of vehicles, playsets and role-play toys, as well as musical, simple learning and bath products offer children endless opportunities for safe, developmental fun, at an exceptional value for parents and gift-givers.

The **Disney•Pixar Cars**® **Wood Collection** connects the worlds of cars and children – satisfying their need for speed, friendship, laughter and fun through powerful characters, storylines and artwork. The first-ever collection of wood vehicles, tracks sets and playsets was created and designed by Toys“R”Us in collaboration with Disney Consumer Products and consists of a variety of collectible *Cars* and *Cars 2* vehicle 2-packs, destination playsets and track sets giving kids a unique way to recreate the storyline from cherished



blockbuster hits, *Cars* and *Cars 2*.



Little ones are transported to an imaginative world of fantasy and fun through the **Dream Dazzlers**® line of original dresses and toys. This cohesive collection of role-play and dress-up accessories, musical instruments and fashion dolls allow young fairies, princesses, rock stars, ballerinas and more to create their own fairy tales and adventures. Fostering imagination through fun, whimsical play, the **Dream Dazzlers** collection of toys helps develop an individual sense of style.

One of the first established exclusive brands from Toys“R”Us, **Edu Science**® delivers affordable, quality science toys to young explorers who want to discover the world through hands-on, fun and educational experiences. With a wide array of value-driven, learning and enlightening science toys, **Edu Science** allows kids to set up their own science labs, whether they are interested in natural sciences, botany, astronomy, chemistry or even alternative energy. The collection of **Edu Science** products is designed with kid-friendly features that make science come alive with fun and a sense of accomplishment.



The **FAO Schwarz**® line of toys and collectibles is inspired by the brand's deep roots in quality and innovation, with each piece carefully selected and designed to complement its collection of one-of-a-kind offerings. The complete assortment of the company's products, including a line of toys marketed under the trusted **FAO Schwarz** brand name, can be found at the flagship store located on Fifth Avenue in New York City or online at FAO.com. In addition, a select assortment of **FAO Schwarz** products can be found at all Toys“R”Us locations in the U.S.

The **Fast Lane**® brand of “all things on wheels” provides kids of all ages more speed, action and fun. The collection of authentic vehicles, track sets and accessories spans remote and radio control vehicles, diecast car sets, road race sets and light and sound vehicles. **Fast Lane** includes the latest remote-controlled and battery-operated technology, all available for a great value.



This licensed line of exclusive toy tools and accessories from **The Home Depot**® gives young workers a safe, fun, and educational introduction to different types of hands-on equipment and their uses, while enabling kids to emulate their parents at home! The perfect interactive learning toys, **The Home Depot** workbenches, chain saws, trimmers and power tools function with lights and sounds giving children the real sense of tackling a project at home with mom or dad. **The Home Depot** collection of toy tools is sturdy, long-lasting and promotes creative play, dexterity and lots of family bonding time.

A destination for year-round learning, discovery, creativity and exploration, **Imaginarium**® and the **Universe of Imagination**™ represent the largest segment in the Toys“R”Us exclusive brands portfolio. This collection of timeless, educational toys has been designed to develop key play patterns for kids from 12 months through eight-years-old. Tapping into a child's vast imagination, the quality assortment covers a variety of first discovery toys; themed playsets; role-play outfits; train and construction sets; doll houses; puzzles; games; arts and crafts items and musical instruments. Items are designed to stimulate a child's visual, auditory and manual senses with some products enhanced with natural wood tones and others detailed with brightly colored icons and patterns.



This line of award-winning, 18-inch **Journey Girls**® dolls and accessories appeal to stylish and independent kids who are tech-savvy, adventurous and fun. The six **Journey Girls** – Callie®, Meredith®, Kyla®, Taryn®, Kelsey® and Dana® – create a story of best friends who love to see new sights and explore new worlds while

staying in touch. The collection embraces the spirit, diversity and beauty of 21st century kids through dolls and accessories thoughtfully designed to inspire and accompany their kid 'owners' on their own journeys. Journey Girls Kelsey and Friends, as well as the Wheelchair and Crutch Accessory Set were designated with Oppenheim Toy Portfolio Platinum and SNAP Awards (2011).

Just Like Home® combines everyday activities with realistic details that allow children to mimic important, grown-up tasks like shopping, cooking and hosting a birthday party. Combining detail with functionality, this affordable "at-home" role-play collection of toys includes kitchens, cookware and dishes, appliances, food, shopping accessories, housekeeping items and licensed restaurant playsets - all of which appeal to both boys and girls.



Lulabellez™ is a collection of beautifully designed and detailed dress-up apparel, accessories and soft dolls that give kids an outlet to learn the basic values of goodwill, friendship and self expression through 'character' role-play. With **Lulabellez**, children can embrace the whimsical personalities of the **Lulabellez**

Fairies and Guardian Angels from the inaugural book "Lulabellez" and explore each character from the storyline though creative, imaginative play patterns.

The **Muppet Whatnot Workshop**™ is an interactive Muppet creation station where customers can personally design their own Whatnot hand and rod puppet at FAO Schwarz Fifth Avenue or choose a gift set online at FAO.com. Selecting from a wide assortment of Muppet-y features and outfits, customers can design Whatnots that look like themselves, their friends or even their favorite celebrities. Each design kit includes three body templates and vinyl cling pieces representing every body part and accessory choice, along with a gift card redeemable for one Muppet Whatnot. Customers use the vinyl clings to design their very own Whatnot.



Characterized by quality, value-based offerings, **Pavilion**® delivers a comprehensive assortment of classic games that foster positive family interaction and communication. The brand features classics for kids of all ages, including Checkers, Chess, Backgammon and Dominoes, as well as casino-inspired and tabletop sports games for "big kids" and travel sets that offer several games in one and are ideal for long-lasting fun. *Disney Princess*, *Toy Story 3* and *Disney•Pixar Cars* are among some of the licensed co-branded games that expand the already broad selection from **Pavilion**.

As a quality, alternative brand for electronic and entertainment products, **Play On**® features aesthetics and performance equal to leading national brands while offering a competitive value. **Play On** includes trend-right merchandise spanning accessories like headphones, carry cases and more for all gaming platforms and MP3 players, boom boxes and CD players, digital and video cameras and musical instruments.



Before **Plushalicious**® soft toys were introduced by Toys"R"Us, plush characters had never been more animated and colorful. Vibrant, trend-right patterns and supple materials bring the **Plushalicious** animals to life. Each character has its own trademarked name and distinctive pattern allowing children to identify with the **Plushalicious** toy that most resonates with them. Whether it's Lionel the Jaguar, Paize the Duck, Mojo the Frog, Sprinkles the Bear, Jackson the Lion or Magnolia the Elephant, kids are sure to find inspiration and fun with one or all of the characters.

The premier brand dedicated to fun in the sun, **Sizzlin' Cool**® helps families create lasting memories of favorite outdoor activities at a value offering that can't be beat. Whether kids want to cool down in a pool with a water blaster or sprinkler, blow bubbles or fly kites,



Sizzlin' Cool provides families with a variety of toys and activities to have fun in the backyard, at the beach and beyond.



Stats® is a value sports brand that offers the latest indoor and outdoor sporting good items and games that kids love for recreational play. For spring and summer, **Stats** has kids covered with outdoor games like starter golf, soccer, hockey and t-ball sets, convenient multi-sport backyard party sets, as well as trampolines, pogo sticks and racket sports items for tennis and badminton. For times when the weather isn't the best, **Stats** provides hands-on indoor activity ideas with game tables, dartboards, bowling sets, portable basketball systems, foam mats, as well as hockey, boxing and table tennis items.

The collection of **TM!**® mix-and-match fashion accessories, jewelry, room décor and cosmetics sparks imagination and inspires kids to develop and share their unique identities with family and friends. The **TM!** line of personalized gifts and fashion-forward accessories allow kids to have fun trying out new exciting looks that are based on one's individual personality.



Totally Me!® is a brand that resonates with creative children who have a desire to express themselves through the art of making and wearing crafts. The **Totally Me!** collection of trend-inspired craft kits and accessories was created to appeal to an array of interests geared toward hands-on "make your own" and "design it yourself" themes. **Totally Me!** offers a full range of lifestyle craft products where inherent play value is aligned with the act of "creating" while being simultaneously rewarding.

The **Toys"R"Us**® plush collection of realistic, whimsical soft toys are perfect for kids of all ages to cuddle. Friendly looking faces coupled with quality fabrics and simple designs bring dogs, cats and horses, as well as farm, jungle and sea creatures to life, while offering flowers, puppets and jumbo animals a soft, cuddly appeal. **Toys"R"Us** plush partnered with the World Wildlife Federation® (WWF) to create an exclusive line of plush animals, wherein a portion of the proceeds of each purchase are directed to the WWF. In conjunction with a special WWF anniversary, a plush panda bear with an embroidered 50th anniversary logo on its left foot is available exclusively at all **Toys"R"Us** locations around the world.



True Heroes® is the company's foremost action figure and role play brand dedicated to creating a total hero environment that appeals to kids of all ages and interests. Highlighting the real heroes of the past, present and future, **True Heroes** action figures, military action figure vehicles, playsets and realistic role play accessories offer high value. As a collection that ties into both action figure and role-play, **True Heroes** is an innovative, differentiated brand that sets itself apart from licensed brands.

The collection of **You & Me**® dolls and accessories are designed to exceed the expectations of every little one who has a desire to take part in care-giving and nurturing pretend play. The brand encompasses collectible basic and interactive baby dolls and includes accessories such as car seats, strollers, ethnic dolls, talking dolls, twin dolls and matching **You & Me** doll clothing. The **You & Me** brand offers an assortment that can reflect the personality and imagination of every young child.

