



MAYOR CHRIS BOLLWAGE

CITY OF ELIZABETH

PRESS RELEASE



FOR IMMEDIATE RELEASE

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**THE STORK ARRIVES IN ELIZABETH AS BABIES “R” US
JOINS TOYS “R” US TO DELIVER TWO GREAT STORES UNDER
ONE ROOF**

*The World’s Greatest Toy Store and the Nation’s Premier Baby Products Retailer Now
Conveniently Available in One Location*

Elizabeth, NJ – November 2007 – The stork has arrived! With more than 7,000 births per year in Union County, local parents and expectant moms will receive a new bundle of joy on November 2 when Babies “R” Us, the nation’s largest baby products retailer, joins Toys “R” Us under one roof at 900 Center Drive in Elizabeth. By combining these two well-known and respected brands into a single 70,000 square foot location, the “R” Us family will offer parents a convenient shopping experience to help them find both baby products and toys in one trip.

“Whether guests are searching for the must-have toys of the holiday season or products for the thousands of babies born in the area each year, this location featuring full-size Toys “R” Us and Babies “R” Us stores will provide parents with one-stop shopping convenience,” said Deb Derby, president, Babies “R” Us. “We look forward to offering new and expectant parents the incredible product selection, exceptional guest service and state-of-the-art baby registry that parents throughout the country know to expect from Babies “R” Us, while continuing to serve the needs of our loyal Toys “R” Us customers in Elizabeth.

The site of the new “superstore” complex opened as Toys “R” Us Kids World in 1996 and has recently undergone a major transformation to incorporate the rapidly growing Babies “R” Us business under the same roof as the newly-renovated Toys “R” Us store. This brings Toys “R” Us back to its roots of showcasing toys and juvenile products in one location. The exterior of the store has been renovated to include newly-branded storefronts with separate entrances for Babies “R” Us and Toys “R” Us. Once inside, guests can move freely between the two stores.

“The Toys R’ Us investment and expansion in our City means more jobs and retail opportunity for our residents,” said Mayor Chris Bollwage. “They are a great partner in our community and we look forward to a successful holiday season.”

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The grand opening celebration begins at 8am on Friday, November 2 with an official ribbon cutting ceremony with Jerry Storch, Chairman and CEO, Toys “R” Us, Inc., Ron Boire, President, Toys “R” Us, North America, New Jersey Assemblyman Joseph Cryan and Elizabeth Mayor Chris Bollwage. Additionally, representative from the Marine Toys for Tots Foundation will be on hand to help jumpstart the company’s national campaign to collect toys and money to make the holiday’s brighter for the millions of needy children in the U.S., including those in the Elizabeth area.

In conjunction with the Grand Opening, a \$5,000 donation will also be made to the Boys & Girls Clubs of Union County, further demonstrating the company’s commitment to the community. The weekend will also feature great savings, complimentary gifts, special visits from costumed characters and child-friendly activities throughout the full-size Babies “R” Us and Toys “R” Us stores.

When it comes to setting up a nursery, traveling with a newborn or baby safety, Babies “R” Us is the quintessential stop for new and expectant moms, featuring the largest selection of baby products, such as furniture, car seats, strollers and more. In addition to an extensive product selection, Babies “R” Us offers a number of unique guest services, including a Mother’s Room for baby care, a special orders department and parking for expectant parents, Babies “R” Us also offers a convenient online and in-store baby registry that eliminates guesswork and geographic barriers from gift-buying so friends and relatives can easily go to www.babiesrus.com or to any store location to select, buy and send the right gift directly to expectant parents.

As the world’s toy store, Toys “R” Us offers hundreds of unique and exclusive products not available anywhere else. From classic favorites to options for technology-driven entertainment on-the-go, Toys “R” Us shelves are stocked with the hottest toys. To ensure an enjoyable shopping for every special occasion or just for fun.

About Toys “R” Us, Inc.

Toys “R” Us is the world’s leading specialty toy retailer. Currently it sells merchandise through more than 1,400 stores, including 586 stores in the U.S. and 707 international toy stores, including licensed and franchise stores as well as through its Internet site at www.toysrus.com. Babies “R” Us is the largest baby product specialty store chain in the world and a leader in the juvenile industry, and sells merchandise through 257 stores in the U.S. as well as on the Internet at www.babiesrus.com

About Babies “R” Us

Babies “R” Us is the nation’s premier baby products retailer and specialty store chain and a leader in the juvenile industry. Since opening its first store in Westbury, NY in early 1996, the company has grown to 257 locations nationwide. Babies “R” Us features a wide selection of diapers, health and beauty aids, bedding, clothing for preemies through size 48 months, toys, and plenty of gift ideas in store and online at www.babiesrus.com.