

## A Message from Jerry Storch

By now, I'm sure that you've heard the expression "We're Playing to Win."

We're going to great lengths to make this our company-wide mission. Remember, we're not playing defensively. We're playing to blast off and demonstrate that we are the toy and baby authority. At the GSSC, we wear the motto on our ID badges. It's also hanging on our walls, in our staircases and in our lobby and cafeteria.



*There is no grander entrance anywhere. For five years, our amazing 60 foot tall, indoor Ferris wheel has signaled the start of a truly magnificent visit.*

Back in October, I attended the fifth anniversary celebration of our Times Square store. Since it opened its doors in 2001, it has attracted more than 50 million visitors and has been the venue for our valued vendors to introduce new products to the world. Everyday, our associates get to show that the store is the Center of the Toy Universe. Check inside for a feature article on our celebrated flagship location.

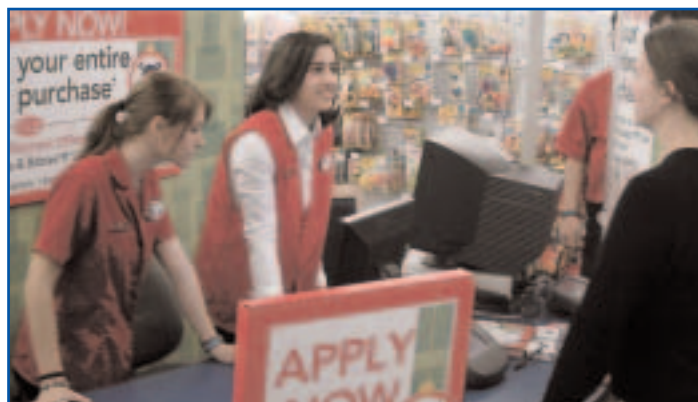


Similarly, our associates get to show guests all over the globe that "We're Playing to Win." Starting in this issue, we are launching a "Stores that Work" column. We will profile a Toys "R" Us and Babies "R" Us store that consistently rank high on our Guest Delight index and truly demonstrate our mission.

You can say it any way you want. We're the Center of the Toy Universe. We're the Center of the Baby Universe. We're Playing to Win. These sentiments encapsulate our mission. There's no confusion. There's no ambiguity.

We will win. We will win as a team. And we will win because we're the toy and baby authority. That's what separates us from our competitors. I know it. You know it. Our vendors know it. Our competitors know it. And most of all, our guests know it.

Now let's go out and prove it again in 2007.



**Kaylin Gear** of the Raritan, NJ TRU (6334) and **Michelle Bobev** of the GSSC (Planning & Allocation) team up on Green Friday to assist the Foust family with their TRU credit applications. Bobev spent six years at the Bridgewater, NJ BRU (6375) before joining us in Wayne. She chronicles her first Green Friday TRU experience on page 8.

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## The Next Act...Toys“R”Us CFO

Admitting that you do not have relevant experience in a job interview is usually not a good idea. Clay Creasey didn't have a choice when he auditioned for a part in the San Francisco community production of *Guys and Dolls*.



"How much acting experience do you have?" the casting director asked.

"None," Clay replied.

"Are you a baritone or base?"

"To be honest," he said, "I don't know."

Clay was auditioning on a whim. His daughter was also auditioning for a role. He decided to try out also when he noticed the casting-flyer

declared that "adult males are encouraged to audition."

"I love the theatre," he said. "I decided to give it a shot. I could also tell that my daughter wasn't taking me seriously. That fueled my fire."

He landed two different parts – a Texan and a gambler. The play ran for three weeks and his part required eight costume changes. "With all the racing about and dancing, I lost 15 pounds."

He claims he "wasn't that good," but the results says otherwise. When another community theater group put on "Annie," he was cast as Daddy Warbucks.

"It was a lot of work, but it was fun," he said. "My interest in theater is one of the reasons I came to Toys“R”Us. I wanted to be near Broadway."

Since signing on as CFO last spring, he has constantly attended Broadway plays. Auditioning for a part, for now, is out of the question.

"I'm not sure Jerry would approve if he found out I was in a play," he joked. "He thinks this CFO gig is a fulltime job."

Clay advises against answering "I don't know" during an interview for a position in finance. That aside, he does encourage all qualified candidates to apply for openings.

"There are a lot of strong performers here. We have to recognize them, develop them and transition them into more challenging roles. That's how we'll maintain our status as an authority."

Our role as an authority is something Clay has been painfully aware of for a long time.

"I was always reminded of that during the holidays," he said. "My two daughters spent days compiling lengthy Christmas lists. I had to make several midnight treks to the local Toys“R”Us store in search of specific versions of Cabbage Patch Dolls, My Little Ponies, and Pound Puppies, just to name a few. Fortunately, the girls are now in their 20's, so I don't have to worry about that anymore."

Both daughters, meanwhile, reacted similarly when they found out their father was coming to Toys“R”Us.

"They both wanted to know why I didn't get this job 15 years ago," he laughed.

## Bridging the Babies“R”Us – Toys“R”Us Gap

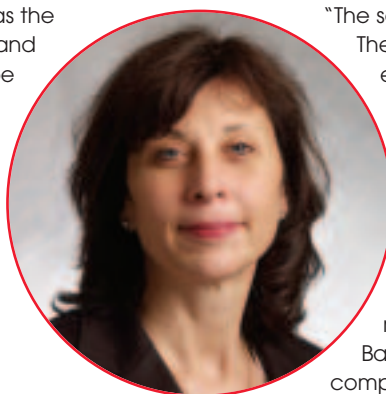
When Janet Taake joined the Company in June as the SVP - General Merchandising Manager, Juvenile and Apparel, it may have appeared as if she would be working solely for the Babies“R”Us division. But since her arrival, it became increasingly clear that Juvenile and Apparel items are just as important to the Toys“R”Us division.

Janet's focus is on growing the Babies“R”Us business and then transitioning the guest to Toys“R”Us. Her primary responsibility is the development and day-to-day merchandising for all Babies“R”Us stores. She also manages the entire juvenile and apparel merchandising of TRU stores nationwide. This helps us to streamline our strategy and execute our vision of one company.

Our expanded juvenile and apparel assortment is the key to that link. The same juvenile products are available at Toys“R”Us and Babies“R”Us. And they are the centerpiece of our Side-By-Sides.

"Babies“R”Us gets the guest first," she says. "First-time mothers start coming in, generally, when they're about five-to-six months pregnant and they tend to stay until the child is about 12-to-18 months. Our mission is to use our expertise to transition moms over to Toys“R”Us by the time the baby reaches 18 months."

As the Baby Authority, we are able to leverage our expertise with car-seat safety checks, quality assurance initiatives and parenting seminars.



"The secret is out," she said. "The “R”US brand is amazing. The breadth of the assortment we sell is superior to everyone else. That's because of the merchandise we sell and because of our product knowledge and because we're service-focused."

Moving fast to maintain our brand dominance is the key to our continued success, Janet says. We'll do that by differentiating our assortment, merchandise exclusivity and our trend right product.

"When guests realize that some of our merchandise is available at both Toys“R”Us and Babies“R”Us, it will become obvious that we are one company. We have to tell them about our passport to saving coupons, about new ideas for the registry and about our upcoming expectant parent seminars," says Janet, who previously worked in the merchandising sector at Sears and Mervyn's. "Babies“R”Us has delivered a decade of excellence. Now we need to do that for another decade. We'll do it with passion and with expertise."

"Babies“R”Us has a healthy business model. I'm excited to be a part of the team and to take Juvenile and Apparel forward! It's a fun place to work and we are definitely "Playing To Win."

# Expanding Our Global Vision

When Jerry talks about breaking down our corporate boundaries, the first thing that generally comes to mind are the walls that have long-existed between Toys and Babies. That's only part of the story.

Jerry is also eager to break down our global walls as well. The company's recent promotion and transfer of Juan Arrizabalaga and hiring of Jose Monsanto probably best demonstrates Jerry's intent.



## Juan Arrizabalaga

Juan joined us in Wayne after an extremely successful run with our International Division. As our General Manager of Merchandise in Madrid since 2001, he was responsible for Buying, Marketing, Merchandising and Inventory Control.

While in Spain he kept a constant eye on opportunities to join us in Wayne. He didn't hesitate when Ron Boire offered him the

position of Vice President - General Merchandising Manager for our U.S. operation.

"Coming to headquarters was always my goal," he said. "How could you not want to work in the U.S.? It's the biggest country in the world for business. All of the retailers are here. This is where things are happening. This is where the buyers are. My family (his wife, two daughters and son) was anxious to come to the states as well."

So far, there's only been one negative.

"My son is 6-years old," Juan says. "He loved to play soccer when we were in Spain. Now all he talks about is baseball. We practice in the backyard, but I'm afraid I'm not a very good baseball coach. We'll see how he does in the spring."

As far as business is concerned, he sees nothing but positives.

"The first thing I had to do was spend time learning the market and understanding the customers," he said. "I had to study our competitors and examine our strengths and weaknesses. It's a difficult thing to grasp because our U.S. operations are so much larger and more complex than they are in Europe, where we have around 200 stores in seven different countries."

In the end, though, he says that the U.S. can benchmark best practices from International.

"Toy and baby trends in Europe tend to mirror trends in the U.S.," he says. "Customers on both continents are increasingly considering the importance of children's products for both learning and developmental progress."

"First, we have to start acting as a winner by focusing on customer needs and market trends," he said. "In Europe we act as an authority because we are an authority. We have double the market share of Carrefour, our second closest competitor."

And Juan should know. He spent seven years with Carrefour.

"I grew up in retail," he said. "And I spent the entire time trying to catch up to Toys'R'Us."

"We're a winner in the U.S. too. We have to stay focused on strengthening that status. We'll do that, first and foremost, by understanding our customers and looking for new business."



## Jose Monsanto

It was only supposed to be a two-year stint.

When Jose was growing up in Puerto Rico he had always dreamed of living and working in New York City. After graduating from the University of Puerto Rico in 1989 with a BSIE in Industrial Engineering, he landed a job as an industrial engineer in the manufacturing department for Avon Products, Inc.

After two successful years with Avon's Puerto Rico-based operation, he was offered an opportunity to transfer to the company's New York corporate offices, where he would serve in product development and sourcing arenas. According to management, the job would run for a period of two years.

It lasted a little longer than that. Jose ended up staying in Avon's New York office for more than 15 years. He grew through the organization with roles of increasing responsibilities and eventually reached the officer ranks. He left Avon this year when Toys'R'Us, Inc named him Vice President - Global Strategic Sourcing.

"I had two years in my head," Jose said. "I never gave any thought that it would last any longer than that. I was very excited to get an opportunity to come to New York. I didn't care if it was supposed to be temporary. I knew it would be culturally enriching for me and my family. I knew it gave me an opportunity to learn business approaches that were being used in different geographies."

Looking back, Jose couldn't be more pleased with the way things turned out. If one of our associates was to come across similar opportunity here, he would recommend taking it without hesitation.

"Global exposure is quite beneficial," he says. "The world is getting smaller all the time. Understanding different business functions and sharing our best business practices is important, because what works in one place usually works in another. At Avon, I got to travel to over 20 countries in Asia, Europe and Latin America. The learnings were unbelievable"

Although he was happy at Avon, where he most recently served as the Vice President of Global Sourcing, representing the "R"US brand on a global stage was something he couldn't pass up.

"I grew up with this brand in Puerto Rico," he said. "And I became aware at a very young age of its strong, global reach. It's obvious that our senior management team is very committed to building on that foundation.

"I'm excited to help leverage this brand globally. I'm excited to share our best practices worldwide. That will give us creative insight for business improvement and give us the right vision for a competitive advantage."



# Toys“R”Us Times Square Celebrates Its 5th Birthday

Since November 2001, Times Square has been the home to the Toys“R”Us international flagship store, Toys“R”Us Times Square. With its impressive 60-foot Ferris Wheel, life sized Barbie Dollhouse and a New York City skyline display constructed entirely of LEGO bricks, Toys“R”Us Times Square has lived up to its title as The Center of the Toy Universe.

According to NYC & Company, New York City’s official tourism marketing organization, Toys“R”Us Times Square is one of the city’s top tourist destinations, as well as a beloved shopping locale for the tried and true New Yorker.



*Mindy Clements and Kathy Szymanski, the store’s General Manager and former General Manager, at the Toys“R”Us Times Square fifth birthday celebration.*

“The store has touched the lives of people both in New York City and from all over the world,” said General Manager Mindy Clements at the store’s November birthday celebration. “It’s a delight to see smiles on the faces of the children and families who walk through our doors and experience the magic of Toys“R”Us Times Square.”

The statistics back her up:

- In five years, the store has welcomed 50 million visitors
- The store has enjoyed five \$1 million days
- 3 million Ferris Wheel tickets have been sold.
- 25 marriage proposals have occurred in the store.

In addition, Toys“R”Us Times Square has played host to some of the most exciting and memorable toy, book and video game launches in recent history. From Nintendo’s Wii and Microsoft’s Xbox to the latest edition in the Harry Potter series and T.M.X. Elmo, the store has served as backdrop to the best, new releases in the toy business for kids of all ages and interests. Lending their star power to these remarkable events have been some of the most prolific movers and shakers in New York politics, professional sports, Hollywood and the music business, such as Rudy Guilliani, Bill Gates, Hilary Duff, Paula Abdul, Britney Spears, Mariano Rivera, Tiger Woods, Donald Trump and more.

The Center of the Toy Universe is also a store with heart. Each year, Toys“R”Us Times Square opens its doors to the widows and children of New York City’s fallen firefighters during the annual Uniformed Firefighters Association Widows’ and Children’s Holiday Party (UFA) holiday party. From Santa arriving on a fire truck to the bags loaded with toys for each child in attendance, this bittersweet event has become a hallmark tradition for Toys“R”Us associates and a true testament to the company’s dedication to bringing smiles and toys to children during the holiday season and throughout the year.

“There have been a lot of incredible moments and events here,” said Kathy Szymanski, Vice President of Marketing and In-Store Presentation and the store’s previous General Manager. “But the thing that stands out the most for me are the annual holiday parties that we hold for the children and widows of the city’s fallen firefighters.”

With five fantastic years behind us, the “R”US team looks forward to five more years of family-friendly fun!

## Dot Com Puts the “US” Back Into Toys“R”Us

In November, the company opened a 574,000 square foot fulfillment center in Groveport, OH to support our expanding online product assortment. The challenges were huge. Online orders skyrocket during the holiday season. The DC, which opened just prior to the peak, had to hit the ground running.

John Sullivan (far right), SVP Toysrus.com, requested our Dot Com associates from the GSSC to help out. Michael Jacobs (far left), SVP Logistics, invited his associates from the GSSC and from DCs all over the country to pitch in as well.

Volunteers got a first hand look at how the facility will operate and assisted with shipping out products in time for the busy holiday rush.

Going in, they knew that the days would be long and that the tasks would be difficult. They were asked to assist in loading trucks, packaging and in quality control. Shifts typically started at 5 a.m. and usually ran for more than 10 hours. No one seemed to mind. Many cut the Thanksgiving-weekend short and started arriving on the Sunday after the holiday. They helped the company keep up with the flow and clearly showed that they are “Playing to Win.”

Prama Bhatt, the Director of Operations-Toysrus.com and Jack Bonanno, Director of Supply Chain-Toysrus.com, were an integral part of the on-site operations. Both indicated that they were “overwhelmed by the show of support” during this crucial time.



# Associate Milestones *October to December 2006*

## 35 YEARS

**TRU Region 1**  
Vivian Seal

## 30 YEARS

**National Office**  
Joseph Young  
Steve Pasquale

**TRU Region 3**  
Darlene Szemborski  
Marc Hackman

**TRU Region 4**  
Audrey Gamble  
Joan Walker  
Helen Snow

**TRU Region 5**  
Jill Brown

## 25 YEARS

**National Office**  
Noemi McAndrews  
Barbara Siegel  
Lorraine Ogozalek  
Paul Pansini  
Rojana Taycha  
Vincent Damato Jr.  
Diane Ryan  
Kathleen Ferrante

**TRU Region 1**  
Carol Demeter  
Louie Smith  
Egidio Abreu  
Teresa Hernandez  
Marilyn Dutton

**TRU Region 3**  
Cathy Graham  
Marlene Brandt  
Kerri Hayden  
Cheryl Engesser  
Michelle Durr  
Catherine Mancuso  
Dawn Brooks

**TRU Region 4**  
Ken Rust  
Sharon Malczewski

**TRU Region 5**  
Lily Freiberg  
Anna Kopycienski

**TRU Region 6**  
Frances Cascio  
Vela Hatzipavlidis  
Linda Paugh  
Bernadette Tomczak  
Sally Johnson  
Anna Stillman  
Karen Paetzold

**BRU Region 1**  
Sue Gauss

**BRU Region 3**  
Yvonne Howard

**BRU Region 4**  
Karen McKnight  
Lois Rutter

**Distribution Center**  
*Rialto, CA:*  
Charles Frye

## 20 YEARS

**National Office**  
Richard Barry  
Helen Averett  
Robert Berninger  
Anna Bijak

**TRU Region 1**  
Joanne Davis  
Bertha Hill  
Michael Reyes  
Alice Subia  
Rosie Pompa  
Steven Young  
Ofelia Robel  
Christy Erdman  
Lawrence Sharp

**TRU Region 2**  
Rosa Sheets  
William Freeland  
Pam Rice

**TRU Region 3**  
Sherrita Sanders  
Albert Spencer-Uriah  
Linda Mack  
Kumud Karandikar  
Andrea Jacobs  
Barbara Schmitt  
Melissa Hatfield  
Patricia Kraft  
Wayne Smith  
Betty Eridon  
Peggy Williams  
Thomas Varney  
Brian Roberts

**TRU Region 4**  
Sandy Butler  
Annette Stettler

Debra Gemmill  
Terry Punda,  
Lori Weaver  
Stevenson Finney  
Lorrie Bartholf  
William McPherson  
Denise Ojo  
Charles Graham Jr.  
Katrina St. Clair  
Jeanne Arbogast  
Sandra Sebald  
Tamara Parkinson  
Sandra Larson  
Alma Ostrander  
Robert Guest

**TRU Region 5**  
Jacquelin Morgan  
Joyce Farrington  
Andrea Whittington  
Mable Hughes  
William Powell  
Susan Hollis  
James Quick  
Peter Cohens  
Eartha Doctor  
Claudia Stroud  
Bernice Robinson  
Joy Cooper  
Dal Christenberry  
Cesar Wannamaker  
Norma Gill  
Doyle Speaks

**TRU Region 6**  
Betty Lowery  
Joan Scheffer  
Joan Villardi  
Janeth Badger  
Lavern McFarlane-King

Ella Frye  
Magdalene Kuziw  
Deborah Eastwood  
Anne Shrimpton  
Janine Burke  
Beth Carrigan  
Sandra Nestor  
Robert Baranowski  
Joseph Taradina  
Nancy Bouchard  
Rita Martin  
Dolores Fox  
Linda Hadley  
Joseph Sokolowski  
Margaret Keller  
Rick Serfass

**BRU Region 4**  
June Borzelleri  
Marianna Karroll

**Distribution Centers**  
*Mt. Olive, NJ:*  
Allen Middleton  
Leopold Henry  
Culsoit Jean

*Rialto, CA:*  
Alfonso Lopez

*Youngstown, OH:*  
Debra Brown

*Somerset, NJ:*  
Lidia Lovato  
Nolberta Elias



# Promotions *August to November 2006*

## NATIONAL OFFICE

Robin Hayden,  
*Director, Property Administration*

Matthew Woods,  
*Director of Planning*

Ruben Guallar,  
*Director, Contact Center Operations*

Matthew Loncar,  
*Vice President, Corporate Counsel*

Lisa Harnisch,  
*Vice President, DMM Core Toys*

Michael Keane,  
*Vice President, Planning and Allocation*

## DISTRIBUTION CENTERS

Chester Kloza,  
*Facilities Manager (Frederick, MD)*

Kenneth Roe II,  
*General Manager (Cincinnati, OH)*

## TOYS "R" US

**Region 1**  
**Store Directors**  
William Gene Boyd

George Robinson  
Jeffrey Steuk  
Keith Yoneda  
Robert Simmons  
Andrew Scott Bloom  
Mary Burleson  
Tuan Nguyen  
Teresa Sims  
Carlos Perez, Jr.  
Timonty Duffin  
Daniel Neves  
Brian Varker  
Cheryl Lapraim  
Kevin Majdi  
John Larry Andrade II

**Region 2**  
**Store Directors**  
Erik Valera  
Damon Ervin  
Randy Lollar  
Andrew Kruppenacher  
Debbie Villarreal  
Brian Miller  
Jason Ellington  
Jeff Franklin  
Chris Thulin  
Erwin McDaniel Jr.  
Roger Kloepfer  
Kevin Panning

**Region 3**  
**Store Directors**  
Shawn Davis  
Andrew Layson

Daniel Morse  
Lina Smith  
Byron Chavez  
Michael Pawul  
Shilo Johnson  
Chad Wojcik  
Andrew Danek

**Region 4**  
**Store Directors**  
Louis Oliveri Jr.  
Robert Petty  
Scott Bost Jancic  
Martin Stephenson  
Sean Maret  
Michael Sakala  
**Store Manager**  
Lee Domaszowec

**Region 5**  
**District Manager**  
Charles Sellers  
**Store Directors**  
Javier Manso  
James Norr  
Henner Herrera  
Carlos Smith  
Kenneth Hollis  
Adam Cohen  
Justin Lopez  
Michael McMullen  
Anne Williams  
Pamela Haley  
Mark Laver  
Tania Starrs

Marcia Elliott  
Trace Quirk  
Michael Whittaker  
Scott Diedrich  
Brad Slade

**Region 6**  
**District Manager**  
Mark Cashman  
**Store Directors**  
Antonello Ballistreri  
Paul Raabe  
Lamont Briggs  
Dan Donley II  
Grazyna Wojtowicz  
Brian Hitchcock  
Jason Branagan  
John Derenches  
Victor Logan  
Michael D'Amato

## BABIES "R" US

**Region 1**  
**Store Managers**  
Jason Makinano  
Andrew Yam  
Harry Takata  
John Provencio  
Charles Buford

**Region 2**  
**Store Managers**  
James Ulbricht  
Kelly Futrell

Melissa Pratt  
Nathan Hines  
Cynthia Fedie  
Charles Slater  
William Phelps  
Michael Milski

**Region 3**  
**Store Managers**  
Charles Byron Martin  
David Lastinger  
Christopher French  
Joseph Jollief  
John Roth  
Cindy Lamm  
Steve Smith Jr.

**Region 4**  
**Store Managers**  
Charles Whitaker  
Carolyn Majestic  
Jo Geaslin



## Million Toy Drive: A Lesson in Giving



Brooke Shields (left) kicked off our Toys For Tots campaign with an in-store appearance at Toys“R”Us - Times Square to promote the Million Toy Drive. During her appearance, Brooke read a specially-created story entitled “A Lesson in Giving” that teaches the importance of charitable giving. The book was developed internally by Toys“R”Us and focuses on two siblings who learn the value of giving back to a child less fortunate.

“As a mom of two small children, it breaks my heart that so many kids go without even one toy at Christmas time,” Shields said. “By working with Toys“R”Us and Toys for Tots, I hope to encourage parents to teach their kids about the importance of giving back to their communities.”

Similar events took place at Toys“R”Us Glendale, CA (5667) with “Beverly Hills 90210” star Jennie Garth (below left) and at Toys“R”Us Miami, FL (8707) with Telemundo television personality María Celeste Arrarás (below right). Both read “A Lesson in Giving” to children and their parents before going on a shopping excursion to purchase toys to donate to Toys for Tots.



## Geoffrey Fund Continues to Aid Katrina Victims

It’s been almost a year and a half since Hurricane Katrina, one of the costliest and deadliest hurricanes in U.S. history, caused catastrophic damage along the coastlines of Louisiana, Alabama and Mississippi. The storm, as many of us recall all too well, killed 1,339 people and flooded 80 percent of New Orleans.

Even though the storm-ravaged region is now showing signs of rebirth, the overwhelming anxiety, depression, anger and sense of hopelessness still remains.

While no one will ever be able to ever fully ease the victims’ immense pain or replace their massive losses, “R”US Associates have helped thousands to cope with their significant anguish by contributing time, money and services.

A portion of the monetary assistance was made possible through The Geoffrey Fund. As you know, this Fund provides monetary assistance to “R”US Associates affected by acts of natural disaster or personal disasters. It is a non-profit organization. The Fund is co-sponsored by “R”US Associates and Toys“R”Us, Inc. Specifically, the Fund relies on donations from Associates and matching funds from Toys“R”Us, Inc. to carry out its mission.

“Giving to a fellow “R”US employee makes it feel more personal,” said Rose Graeher, Toys“R”Us, Roseville, IL (9266).

“Our thoughts and prayers go out to our “R”US family members in need,” said Valeria Wafer, Toys“R”Us, Santa Rosa, CA (5815).

“I am quite proud that the company is doing something to help the victims,” said Justin Morgan, Toys“R”Us, Annapolis, MD (8336).

Here are the company’s Geoffrey Fund Katrina related donation statistics from September 2005 through December 2006:

\$47,691.52 one-time domestic contributions

\$14,376.23 one-time International contributions.

\$62,017.75 company matching contributions

166 “R”US Associates received hurricane related support. This is up almost 300% from the 2004 hurricane season where only 56 “R”US Associates received hurricane related support.

\$230,900 in total support was provided. That was up over 400% from the 2004 hurricane season, when \$44,725 in total support was provided.

# Stores That Work: Spotlight on Top BRU & TRU Stores

## BABIES R US

### ERIE, PA (6470)

Todd Kightlinger doesn't hesitate when he is asked for what the Babies"R"Us Erie, PA (6470) is best known.

"The lake-effect," he says, in reference to the snow gusts that blow in from Lake Erie. "Last year we had about 150 inches for the season, which runs from October to May."

"May?"

"Yes," he replies. "It sometimes snows during the first week of May. It's pretty. But it's not very good for business."

Or so he says. Since the store opened in 2003, it has routinely ranked atop our Guest Delight scores.

Kightlinger, who was brought over from the Toys"R"Us Erie, PA (9209) before the Babies"R"Us opened, says that his store is successful because it focuses on four components.

They are: Guest Service; Product Presentation (merchandising, displays, etc); Good Housekeeping and Associate Training.

"We have been fortunate to maintain our great standards and service since we opened," he said. "It's all about the people who surround you. We have an excellent staff. That is what helps you to accomplish the first three components."

Nadine Miller, the store's Assistant Manager, agrees that "staffing" is what counts most.

"Associates are assigned to a department," she says. "But guests will never hear them say 'that's not my department.' If a guest inquires about a product that's displayed elsewhere, our associates will walk them to it. The staff is team oriented. If an associate gets pulled away, another associate will fill the void."

## TOYS R US

### YUMA, AZ (5663)

Many people associate the winter holiday season with snow, heavy coats, flannel pajamas and warm fires. For most of them, the sunny and beautiful southwest doesn't exactly conjure up memories of holidays past.

"A lot of people have moved here from somewhere else," says Yolie Evitch, the World Leader at the Toys"R"Us Yuma, AZ (5663).

"Sometimes you hear that they have a hard time feeling like the holiday season is here when it's 75 degrees and people are wearing short sleeves."

"Customers in other locations sometimes have to drive through snow storms to get to a Toys"R"Us," added Rory McDade, the store's Warehouse Supervisor. "Here they have to drive through sand storms." If the lack of snow and cold weather is a hindrance during the holiday season, you would never know it judging from Yuma's performance. Once again, they finished the season atop virtually every Guest Delight list.

Kathy Monfore, the Store Director, credits the store's "high standard of customer service" and the store merchandise with its success.

"During the holidays we are constantly getting new products and they are flying off of our shelves," she said. "For that to happen, our associates have to have excellent product knowledge and the ability to keep track of each item. We've taken the time to train and coach our associates. They have demonstrated a commitment to learn and succeed."

"Customers are greeted with a smile. We are focused on making sure that everyone is taken care of before leaving our building. The staff has accepted that 'We're Playing to Win' and accept no less."



## People

### Benefits

#### Healthy Ideas for a Healthy "R"US

Many of us resolve to start the New Year on the right foot by making healthier choices. Good planning can be the key to making 2007 healthier. Consider making resolutions to become physically and financially healthier.

**Physical health** involves controlling your weight with an effective diet and exercise program. Just the minimum recommended exercise could improve your health, give you more energy and reduce stress. Take advantage of the benefits that regular exercise can offer and make physical activity part of your lifestyle.

Check out the many discount programs available through our health plans. Aetna provides discounts to Jenny Craig and health clubs around the country through Global Fit. Starbridge offers discounts to Jenny Craig, Weight Watchers and Curves. Contact your provider for details.

**Financial health** involves having savings goals and dealing with financial challenges. Ways to prepare include preparing a budget, building a credit history and creating a system to boost your savings. One way to save is to enroll in or increase your contribution rate in your 401(k) account. This allows you to reduce your taxes. Toys"R"Us adds \$1 for every \$1 you contribute on the first 5% of your salary deferrals.

#### Save money and time on your health care

Health care costs continue to rise. Controlling these costs is a shared responsibility. One way Toys"R"Us helps is by renegotiating contracts with insurers and claims administrators to secure better discounts. You can help by being an informed consumer. With the cold and flu season here, there are actions you can take to help reduce costs and save time. These include calling nurse help lines available through most of our plans for assistance in determining the appropriate level of care required. Another way is to use quick, convenient and relatively inexpensive clinics such as MinuteClinics, RediClinics and Smart Care to treat common illnesses. Appointments aren't necessary. Many are open seven days a week.

#### New Travel Assistance Program Administrator

The "R"US Travel Assistance Program provider is now AXA Assistance USA. This program is available to all FT associates and all regular PT associates with 1 year of service. It offers you and your dependents medical, travel, legal and financial services 24 hours a day, 365 days a year. Participants have access to services when faced with an emergency while traveling internationally or domestically when more than 100 miles from home.

Here are some of the services: Medical referrals to English-speaking doctors and hospitals, dentists and specialists; Emergency Evacuation; Critical Care Monitoring; Medically Supervised Repatriation; Legal Referrals; Lost Document and Luggage Assistance.

If you or your family is traveling and need assistance, remember to contact AXA at 1-800-565-9320 (within the US), or call collect (312) 935-3654.

# Green Friday Showcases “R” Partnerships

By Michelle Bobev, GSSC

Recognizing the momentous occasion of Green Friday each year, Toys“R”Us encourages employees of the GSSC to work in stores for the day. A Wayne kickoff rally hosted by Ron Boire, Troy Rice and Dan Hlavaty prepped associates for the eventful experience. Having received the relevant flyer, associates familiarized themselves with advertised “door buster” merchandise and sought answers to their questions.

Nearly 250 personnel volunteered to staff 64 Toys“R”Us locations across the country. They provided a wide variety of services within stores, including locating items for guests, collecting shopping carts, answering phone calls, submitting Toys“R”Us credit applications, and assembling merchandise. Events like these highlight the partnerships existing among our companies and employees. My experiences, along with the experience of others, exemplify the union between Babies“R”Us & Toys“R”Us as well as collaboration between our widespread associate-base.

After working in the Babies“R”Us Bridgewater, NJ, store (6375) for six years, I transferred in 2006 to the Planning & Allocation Department of TRU. On Green Friday 2006, I worked in the Toys“R”Us Raritan, NJ, store (6334). I relied on my in-store Babies“R”Us training to provide “Exceptional Guest Satisfaction.” This included offering informed product knowledge and locating unavailable merchandise at our other stores.

The partnership between our companies was also seen chain-wide, as many BRU stores sent employees to assist Toys“R”Us locations. National collaboration was clearly evident in the Raritan Toys“R”Us store. I communicated with store employees regarding the tangible results of corporate efforts. Receiving World Leader Ralph Hernandez noted the excellent in-stock levels of Door Buster merchandise, an issue Logistics & Local Markets had recently addressed.

Numerous GSSC associates relayed fulfilling experiences on Green Friday. Larry Xu, of Sales & Operations Planning, appreciated being remembered and thanked by personnel of the Toys“R”Us Totowa, NJ, store (6304) for his contribution over the last several years. His coworker, Carlos Arango, who staffed the Toys“R”Us North Bergen, NJ, store (6328) notes, “Volunteering on Green Friday is an opportunity for me to show my support for our stores as well as demonstrate my appreciation to our customers.”

Arango added, “Patience, product knowledge and a smile go a long way and, from my experience, all are greatly appreciated. We pride ourselves on being one team and Green Friday is a perfect illustration of just that!” Green Friday yields great success for our companies in many ways and the partnerships showcased on this day prove we are “playing to win” all year long!



**Midnight Madness In Minnesota:** The line (pictured above) started forming early for Minnetonka’s (6044) special midnight opening of Nintendo Wii on November 19<sup>th</sup>.

Store Director Gary Feisthamel, District Manager Sue Heffelman and DMO Brian Howard recruited associates from the entire district to help. The event was going to give 200 guests a chance to get their hands on one of the most sought after toys of the season. Guests came equipped with boots, blankets, folding chairs and even footballs. The line was closed when it reached 200. Guests arriving after the line was closed were given rain checks. Those orders were all filled the next week.

– David Foley, Minnetonka, MN, TRU (6044)



**Green Friday in Fargo:** The 2 a.m., 22-degree temperature in Fargo, North Dakota on Green Friday did not prevent hordes of shoppers from lining up outside the local TRU (9538). One gentleman claimed to be “hiding from his in-laws.” Another said he was avoiding “post-Thanksgiving clean-up chores.” Most, however, were concerned with more pressing matters. The exact whereabouts of Elmo, Playstation3 and Nintendo Wii was foremost on the minds of most.

– Erick Roder, Fargo ND, TRU (9538)

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