

**FOR IMMEDIATE RELEASE**

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**TOYS“R”US, INC. TO HOST 10<sup>th</sup> “GREAT TRADE-IN” EVENT**

*Highly Anticipated Event Returns to Babies“R”Us<sup>®</sup> and Toys“R”Us<sup>®</sup> Stores Nationwide from Friday, January 23 through Saturday, February 21 to Provide Shoppers the Opportunity to Remove Recalled or Outdated Baby Products from Homes*

*More Than 1.1 Million Used and Potentially Unsafe Products Removed from the Marketplace Since the Program’s Inception*

**WAYNE, NJ (January 20, 2015)** – [Toys“R”Us<sup>®</sup>](#) today announced its 10<sup>th</sup> “[Great Trade-In](#)” event, issuing its latest call to action for customers to rid their homes of potentially unsafe, old and second-hand [cribs](#), [high chairs](#), [car seats](#), [strollers](#) and more, in exchange for savings on a new item. Since 2009, the company’s Great Trade-In event has resulted in the removal of more than 1.1 million pieces from the marketplace. That number will continue to grow during its latest event, which begins Friday, January 23 and continues through Saturday, February 21 at Babies“R”Us and Toys“R”Us stores across the country.

As many safety standards have changed significantly over the course of the past six years, numerous older products can be deemed non-compliant in accordance to today’s more stringent requirements. Since August 2009, products traded in as part of this national safety program were missing parts, damaged, or others, that were decades old, showed obvious signs of wear and tear. Through the Great Trade-In, Toys“R”Us continues to raise awareness among parents and caregivers about ways to be proactive where children’s safety is concerned.

Over the duration of the Great Trade-In event, stores will accept any used cribs, car seats, bassinets, strollers, high chairs, infant swings, bouncers, travel systems, walkers, entertainers and play yards, in exchange for 25% savings on the purchase of a new baby item, in any of these product categories. There is no limit to the number of items a customer can trade in\*. In addition, consumers who do not have items to trade in will receive 15% off a new gear or furniture item with an in-store only coupon available on [Babiesrus.com/GreatTradeIn](#)\*\*.

“The Great Trade-In was conceived to bring attention to the dangers associated with potentially unsafe used items in circulation, and we’re proud this program has to-date helped remove more than 1 million items from the marketplace,” said Hank Mullany, President, Toys“R”Us, U.S. “One of our most important responsibilities as a company is to help parents keep kids safe, and we look forward to once again hosting this popular event in our stores to encourage families to turn in old products in exchange for new ones in-line with today’s safety standards.”

Brands participating in the Great Trade-In event include [Britax®](#), [Chicco®](#), [Safety 1st®](#), [Graco®](#), [Sorelle™](#), [Evenflo®](#) and more. Customers may exchange any number of used items, from any manufacturer, in the specified product categories. Daycare centers or other organizations that wish to exchange items in bulk are encouraged to contact their local Babies“R”Us or Toys“R”Us store prior to returning their used items to ensure adequate availability of new merchandise.

Those who participate in this highly anticipated Babies“R”Us event are encouraged to engage in the conversation on social media using #BRUGreatTradeIn.

### **Additional Safety Resources for Parents and Caregivers**

In addition to the Great Trade-In event, Toys“R”Us offers the following resources to help parents and caregivers keep their children safe:

- [Toysrus.com/Safety](#), the company’s dedicated Safety website, features information on the company’s industry-leading safety standards for products sold through its stores and websites, seasonal tips for preventing accidental injury and product recall information.
- Recall notifications sent via email by signing up through [Toysrus.com/Safety](#).
- Current recall information is posted on easily visible Safety boards at each store location.
- Tools and resources for parents to keep track of the products in use in their homes with a Product Record List and Eight Steps to Keep Kids Safe checklist is available online at [Toysrus.com/Safety](#) and in-stores upon request. These tools are designed to make relevant product information readily available in the event of a recall so parents and caregivers can act quickly to remove unsafe products from use.

For more information on the Great Trade-In event, customers can visit [Babiesrus.com/GreatTradeIn](#).

\*One coupon per trade in. Cannot be combined with any other “R”Us offer for same item or on prior purchase. Visit [Babiesrus.com/GreatTradeIn](#) for complete details.

\*\*Trade in offer and 15% coupon offer available in-store only. Must be regular priced item. Some trade in and 15% coupon exclusions apply.

### **About Toys“R”Us, Inc.**

Toys“R”Us, Inc. is the world’s leading dedicated toy and baby products retailer, offering a differentiated shopping experience through its family of brands. Merchandise is sold in 893 Toys“R”Us and Babies“R”Us stores in the United States, Puerto Rico and Guam, and in more than 735 international stores and over 210 licensed stores in 36 countries and jurisdictions. In addition, it exclusively operates the legendary FAO Schwarz brand and sells extraordinary toys in the brand’s flagship store on Fifth Avenue in New York City. With its strong portfolio of e-commerce sites including [Toysrus.com](#), [Babiesrus.com](#), [eToys.com](#) and [FAO.com](#), it provides shoppers with a broad online selection of distinctive toy and baby products. Headquartered in Wayne, NJ, Toys“R”Us, Inc. employs approximately 70,000 associates annually worldwide. The company is committed to serving its communities as a caring and reputable neighbor through programs dedicated to keeping kids safe and helping them in times of need. Additional information about Toys“R”Us, Inc. can be found on [Toysrusinc.com](#). Follow Toys“R”Us,

Babies“R”Us and FAO Schwarz on Facebook at [Facebook.com/Toysrus](https://www.facebook.com/Toysrus),  
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