

For immediate release



Toys“R”Us® and Moose Toys Bring Shopkins™ Feature Shops to Life *Shopkins Toys Coming to Toys“R”Us® Stores Nationwide Like Never Before*

Los Angeles, CA—November 1, 2016-- MOOSE TOYS is thrilled to announce the official launch of Shopkins feature shops at Toys“R”Us®. The shops range in size, spanning up to 16-feet long, and are now open at all Toys“R”Us stores nationwide. These front-of-store boutiques feature a wide assortment of sought-after new, coveted Shopkins products including: toys, backpacks, bedding, jewelry, bikes and helmets, books, consumer electronics, stationery products, confectionery, apparel and room décor, along with the latest DVD movie, available October 25 from Universal Home Entertainment.

Since its 2014 launch, Shopkins has become a global phenomenon with each season offering more than 100 different Shopkins characters to collect, complemented by a line of Shoppies dolls. Its animated webisode series has amassed nearly 180 million views on YouTube and the Shopkins 12-Pack was the number one selling toy in the U.S. in 2015, [according to The NPD Group](#).

Dianne Bellchambers, Head of Licensing who oversees the global licensing program at Moose Toys adds, “This comprehensive Shopkins feature shop at Toys“R”Us is sure to help Santa’s little elves find all they need for the holiday season in one easy stop.”

Shopkins recently won the 2016 LIMA Award of Excellence for ‘Best Toy Character License,’ as the licensed merchandise program has generated more than \$1 billion in retail sales since inception. Shopkins Tall Mall was also named as one of the hottest toys on the [Toys“R”Us Hot Toy List](#).

“Bringing our stores to life is at the forefront of our holiday efforts and we’re excited to provide Shopkins fans an opportunity to explore the brand up close with these new shops,” said Richard Barry, Global Chief Merchandising Officer, Toys“R”Us, Inc. “We want nothing more than to give our customers an experience they’ll never forget, including easy access to the hottest toys.”

About Moose Toys

Moose Toys is a global toy company with offices in the US, UK, Hong Kong, China and the head office based in Melbourne, Australia. This award-winning company is known for designing, developing and distributing toy and lifestyle products across the globe for children of all ages and the young at heart. Moose has products in all toy categories including collectibles, arts and crafts, activity toys, dolls, novelty items and outdoor products, and has brought joy to kids worldwide with successful products such as Mighty Beanz, Beados, Aqua Sand and The Trash Pack™. In 2015, Moose expanded several major product lines, including Shopkins™, the hottest collectible line of grocery and fashion themed characters; Little Live Pets, electronic pets that come to life in the palm of your hand; as well as line extensions for Beados craft activity sets. The company also introduced Qixels, the first "craftstruction" activity that allows kids to create pixelated worlds of monsters, warriors and more. Moose Toys has scored numerous coveted toy awards from industry experts and major retailers. The Shopkins Scoops

Ice Cream Truck was awarded the 2016 "Girls Toy of the Year" and the Shopkins Small Mart playset was awarded the 2015 "Girls Toy of the Year" by the Toy Industry Association. Visit www.moosetoys.com for more information.

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 875 Toys“R”Us and Babies“R”Us stores in the United States, Puerto Rico and Guam, and in more than 765 international stores and over 245 licensed stores in 37 countries and jurisdictions. With its strong portfolio of e-commerce sites including Toysrus.com and Babiesrus.com, the company provides shoppers with a broad online selection of distinctive toy and baby products. Toys“R”Us, Inc. is headquartered in Wayne, NJ, and has an annual workforce of approximately 62,000 employees 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. For more information, visit Toysrusinc.com or follow [@ToysRUsNews](https://twitter.com/ToysRUsNews) on Twitter. Follow Toys“R”Us and Babies“R”Us on Facebook at Facebook.com/Toysrus and Facebook.com/Babiesrus and on Twitter at Twitter.com/Toysrus and Twitter.com/Babiesrus.

###

Contact:
Nancy Fowler
The Licensing Shop Inc.
Nancy@TheLicensingShop.com
(416) 322-7300 Ext. 202