

NEWS BULLETIN

MARINE TOYS FOR TOTS FOUNDATION



New York City – November 2, 2006 - During a press conference at the Toys “R” Us Time Square “signature” retail store, Mr. Gerald Storch, Chairman & CEO of Toys “R” Us formally announced that Toys “R” Us is returning for the third consecutive year as a National Corporate Sponsor of Toys for Tots. Mr. Storch concurrently announced that the goal he has established for Toys “R” Us for 2006 is to raise one million toys for the 2006 Toys for Tots campaign. This is an ambitious goal, but one Mr. Storch feels is accomplishable. Ms. Brooke Shields participated in the press conference by announcing her support of Toys “R” Us and the Marine Toys for Tots Foundation partnership. Ms. Shields read a children’s book about the joy of giving and led a group of children on an exciting shopping trip throughout the store.

One of the actions Mr. Storch is taking to accomplish his one million toy goal is his plan for Toys “R” Us to match each donation of a toy purchased at a Toys “R” Us store and then donated to Toys for Tots. This means that each person who purchases a Toys “R” Us toy and donates it to Toys for Tots can take pride in the knowledge that he/she is really responsible for the donation of two toys to this year’s Toys for Tots campaign.

Throughout the Christmas holiday season, Toys “R” Us salespersons will afford customers the opportunity to make cash donations to Toys for Tots by adding \$1.00, \$3.00 or \$5.00 to their purchase price when they complete their purchase check-out. Last year, Toys “R” Us raised over \$3,000,000 through this cause-marketing project and their goal is to raise more than \$4,000,000 this year.

In addition to cash donations, Toys “R” Us donated \$1,000,000 worth of toys to the 2004, 2005 and 2006 Toys for Tots campaigns.

In 2004, Toys “R” Us and Marine Toys for Tots Foundation forged a partnership that had an immediately positive impact on the Toys for Tots program. Specifically, in 2004 and 2005, local Toys for Tots coordinators brought the “Joy of Christmas” to 7.5 million needy children nationwide. These were the two most successful campaigns in the 57 and 58 year history of Toys for Tots. Marine Toys for Tots Foundation values its partnership with Toys “R” Us and extends special thanks to Mr. Storch and the Toys “R” Us team for their continued strong support of Toys for Tots.

For further details contact LtGen Matthew T. Cooper, USMC (Ret), Major William J. Grein, USMC (Ret) or Major Brian A. Murray, USMC (Ret) at (703) 640-9433 or visit the TFT website at www.toysfortots.org.