



International Directory of RETAIL TOY BUYERS 2009

This directory enables you to identify and communicate with toy buyers in over 500 of the world's leading retail chains. Here is an example of the information contained:

Australia

BIG W

P.O. Box 8000
Baulkham Hills
NSW 2153

Tel: 61 2 8885 0000
Fax: 61 2 8885 8001
Email: swilliam or dwarner@bigw.com.au

Store category: Discount chain

No of stores: 150

Buyers:

Mr Steve Williams
Mr Dan Warner

Category responsibility:

Boys' toys
Girls' toys

TOYS 'R' US

Block G
Regents Park Estate
391 Park Road
Regents Park
NSW 2143

Tel: 61 2 9794 8999
Fax: 61 2 9794 8992
Email: first7lettersofsurnamefirstinitial@toysrus.com

Store category: Toy store chain

No of stores: 34

Buyers:

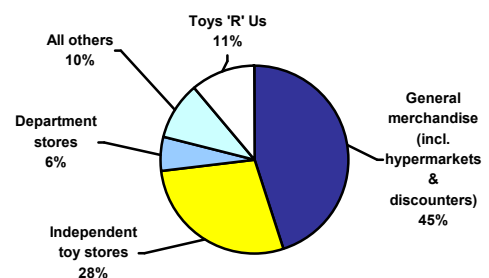
Mr Peter Arena
Ms Melissa Green
Mr Ram Gopal
Ms Breeanna Charlesworth
Ms Natalia Hower
Mr Andrew Panagopoulos
Mr Milan Tasic

Category responsibility:

Juvenile, seasonal
Seasonal, celebration & party
Infant, pre-school
Entertainment
Girls' toys
Boys' toys
Outdoor

There are also statistics and a description of each toy market, as illustrated in the following sample:

Total population in Australia	20.4 million
Population of children under 15	4.0 million
Birth rate per 1000 population	13.0
GDP per capita (2006) in US \$	\$ 38,260
Estimated 2007 toy market value at consumer prices (excluding video games) in local currency	AUD 1.2 billion
Toy market value in US \$	\$ 1.050 billion
Estimated mean expenditure on toys per child in US \$	\$ 260



Sale of Toys by trade category in Australia