



Directory of UNITED STATES TOY BUYERS 2009

The US toy market is worth \$22 billion, which is one third of the global toy market value. This directory lists toy buyer names and contact details in over 150 retail chains in the United States, covering over 95% of the value of the US toy market. The information is presented as follows:

K B TOY STORES

100 West Street
Pittsfield
MA 01201

Tel: 1 413 496 3000
Fax: 1 413 496 3607
Email: firstinitialsurname@kbtoys.com

Store category: Toy store chain

No of stores: 550

Buyers:

Mr Steve Chandler
Mr Steve Mariconda
Mr Ed Supple
Ms Kathleen Kester
Ms Nancy Sheridan-Mullen

Category responsibility:

Vehicles, boys toys
Girls' toys, crafts, science
Pre-school
Impulse, books, puzzles, seasonal & sporting goods, plush
Video, games

K MART

3333 Beverly Road
Hoffman Estates
IL 60179

Tel: 1 847 286 2500
Fax: 1 847 286 5600
Email: firstinitialfirst8lettersofsurname@searshc.com

Store category: Discount chain

No of stores: 1400

Buyers:

Mr Phil Elliot
Ms Barbara Erni
Mr Rob Lyons
Ms Jennifer Vrba
Ms Rachel Barton
Mr Chris Dobson

Category responsibility:

Merchandise Manager
Girls' toys, private label
Infant toys, pre-school, plush
Co-buyer for infant toys, pre-school, plush
Arts & craft, games, puzzles, activities
Construction, R/C, boys' toys

Comments: Owned by Sears Holding.

KOHL'S DEPARTMENT STORES

North 56 West 170000 Ridgewood Drive
Menomonee Falls
WI 53051

Tel: 1 262 703 7000
Fax: 1 262 703 6255
Email: jen.serra@kohls.com

Store category: Department stores

No of stores: 930

Buyers:

Ms Jen Serra

Category responsibility:

All toys and games