

F·A·O·SCHWARZ

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FAO SCHWARZ SELECTS THE BEST OF THE 2006 FAO TOY AUDITIONS

New York, N.Y. (March 5, 2007) – The year-long quest to find the world’s most innovative toys is over! After scanning the globe in search of today’s most innovative and unique products, **FAO Schwarz** -- America’s oldest and most prestigious toy store – has selected six products from the over 200 products that were auditioned in the **2006 FAO Toy Auditions**. Chosen for their originality, innovation and potential to represent FAO Schwarz’s high-quality reputation, the six products will now be sold in FAO Schwarz’s New York and Las Vegas stores as well as offered through the company’s catalog and website.

“FAO Schwarz’s commitment has always been to provide extraordinarily innovative merchandise from around the world,” said Ed Schmults, judge and CEO of FAO Schwarz. “That’s why we wanted launch the annual FAO Schwarz Toy Audition. For the second year in a row, not only are we able to give smaller toy makers and artisans, who were once the lifeblood of our industry, a chance to sell their creations on a global scale, but also, we are able to continue with our mission to provide our legions of loyal customers with completely original, high-quality products.”

Launched in March 2006, the **Second Annual FAO Toy Auditions** invited independent and specialty inventors, artisans, manufacturers, and distributors to present and demonstrate their finished products to a focused panel of FAO Schwarz judges comprised of CEO Ed Schmults, president and chief marketing officer David Niggli and several members of the FAO product merchandising team. Over 200 FAO Schwarz “hopefuls” were presented throughout the course of four separate auditions and were scored on five key criteria: quality, design, originality, safety, fun and environmental impact (e.g. organic or recycled).

This year’s finalists of **FAO Schwarz’s Toy Auditions** are:

- **Brownstone Buddies** (by Crystal Granderson-Reid and Janai Nelson from Brooklyn, NY) -- Designed to teach children about global cultures, these eight unique cloth doll companions help boys and girls aged five and under learn the basics of colors, numbers and directions while also teaching them about different cultural backgrounds. **SRP: TBD**
- **Casey™ My Car Seat Friend** (by Shannon Bocchino, Port Chester, NY) – A delightful car seat companion - shaped like a plush horse - that easily attaches to the front safety buckle of a car seat. **SRP: \$35**

- **You've Been Sentenced!**TM (McNeill Brighter Minds of Wilmington, DE) – For players of all ages, this unique board game uses a word deck of pentagon-shaped cards containing conjugations of funny words, famous names, and familiar places. Players use these cards to build sentences, challenging their ingenuity in a hilarious, competitive environment. **SRP:** \$24.95
- **Yackle Ball** (by Charles Littwin of Charlotte, NC) – The new X-shaped sports ball (13-inch in length) that is made of water-resistant vinyl and travels twice the distance of a conventional ball. **SRP:** \$29.95
- **I-Gami** (Plastic Play Inc. of Whitby, Ontario, Canada) – The first 3-D origami set that allows you to construct many plastic creations with the only limitation being your imagination. **SRP:** \$19.99-\$47.99
- **Massive Wilbur Piggybank** (by David Hughes of Lancaster, PA) – Made of 100% recycled aluminum and painted with non-toxic acrylic paint, this 225-lb. piggy bank is a must have for *Charlotte's Web* fans! **SRP:** \$6,000

FAO Schwarz will launch the 2007 Toy Auditions on March 8, 2007 in its New York City store with additional auditions taking place in May, July and September. For more information, including online registration, please go to www.fao.com.

Link: <http://www.fao.com/custsvc/custsvc.jsp?sectionId=234>

About FAO Schwarz

FAO Schwarz, a multi-channel specialty toy retailer, has been enchanting children and adults alike since 1862. Remaining true to the vision of founder Frederick August Otto Schwarz, FAO is still focused on bringing quality, creativity, trust and joy to every customer's shopping experience whether it is in one of the flagship stores on New York's Fifth Avenue and Las Vegas or through FAO.com or the twice yearly catalog. In New York, FAO Schwarz is located at 767 Fifth Avenue, at 58th Street, 212-644-9400. The FAO Schwarz store in Las Vegas is located at The Forum Shops at Caesar's Palace, 702-796-6500. Customers can also shop online at www.fao.com or place orders toll-free by calling 800-426-8697.

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