



Calling all neighbors...!

***Daniel Tiger's Neighborhood* Toy Range to Launch Exclusively at Toys“R”Us® – Fall 2013**

Hit PBS KIDS Preschool Series from The Fred Rogers Company Makes Highly-Anticipated Debut at Nation's Largest Dedicated Toy Retailer

New York, NY, June 17, 2013 – By popular demand from “neighbors” of all ages, PBS KIDS ratings-winner [*Daniel Tiger's Neighborhood*](#) will captivate children's imaginations in every [Toys“R”Us®](#) neighborhood across the U.S. beginning this fall. As part of its new agreement with brand owner, [The Fred Rogers Company](#), and licensing agency, [Out of the Blue Enterprises](#), the nation's largest dedicated toy retailer will unveil an extensive – and *grr-rific!* – selection of plush, playsets and collectible figures featuring the star of the animated TV series, Daniel Tiger, and his friends, Katerina Kittycat, Miss Elaina, Prince Wednesday and O the Owl, from JAKKS Pacific, the North American Master Toy Licensee for the popular property. The debut toy collection will be available exclusively at Toys“R”Us stores nationwide and at Toysrus.com beginning in September.

“Ever since the show's premiere, we've been inundated with requests from parents and grandparents throughout the country for *Daniel Tiger's Neighborhood* toys and products for their pre-schoolers,” said Samantha Freeman, Co-Founder and President of Out of the Blue, the lead production partner for the property. “We are thrilled to be working with Toys“R”Us, the leading dedicated toy retailer in the country and the perfect partner for this program. Toys“R”Us provides a high-profile platform for the property, so fans of the series will be able to find an irresistible range of high-quality *Daniel Tiger's Neighborhood* plush and playsets and extend the lessons, songs and stories from the show into their own play.”

“We are excited to partner with The Fred Rogers Company and Out of the Blue Enterprises to be the first retailer to bring *Daniel Tiger's Neighborhood* to store shelves,” said Jamie Uitdenhoven, Vice President, General Merchandising Manager, Learning and Seasonal, Toys“R”Us, U.S. “It's no surprise to us that this show is a big hit among families, especially parents who grew up with *Mister Rogers' Neighborhood*. We look forward to inviting our customers into *Daniel Tiger's Neighborhood* this fall!”

Based on the series' standout performance and high demand from fans, the *Daniel Tiger's Neighborhood* toy launch, originally planned for spring 2014, has been fast-tracked for this fall.

The highly-anticipated new toy line for children ages 2-4 includes an adorable Daniel Tiger Feature Plush sporting his signature red cardigan sweater and matching red sneakers as well as one of Katerina Kittycat in her lovely green dress and bow. Among the additional new offerings are:

- 7” Mini Plush Assortment featuring Daniel Tiger and his friends
- Two-Pack Sets of 2.75” Collectible Figures of the key characters
- Collectible Figures Gift Pack featuring all five featured characters
- Neighborhood Trolley with Daniel Tiger figure

- All-in-One Playset with Daniel Tiger and Prince Wednesday figures
- Daniel's Imagination Bungalow Playset with Daniel Tiger Figure
- 3-in-1 Imagination Treehouse Playset with Daniel Tiger, Katerina Kittycat and O the Owl figures

In addition to the initial toy offerings from JAKKS, other new *Daniel Tiger's Neighborhood* merchandise includes games and puzzles from University Games, books from Simon & Schuster Children's Publishing imprint Simon Spotlight and personalized t-shirts available on Toysrus.com and at Toys"R"Us Times Square through partner Ty's Toy Box.

Daniel Tiger's Neighborhood has been a smash hit with young viewers and their families since its Labor Day 2012 launch on PBS KIDS. Over the past six months, the series has consistently been among the top 10 programs across all networks for kids ages 2-5 and moms (ladies of the household) 18-49 with children under age 3, according to Nielsen Npower national program ratings.*

Inspired by the iconic, award-winning *Mister Rogers' Neighborhood*, PBS' longest-running children's series, *Daniel Tiger's Neighborhood* stars 4-year-old Daniel Tiger, son of the original program's Daniel Striped Tiger, who invites pre-schoolers into the colorful Neighborhood of Make-Believe. As they closely follow and share Daniel's everyday adventures, viewers learn fun and practical strategies and skills necessary for growing and learning. The theme of each episode is reinforced by simple and catchy musical strategies that preschoolers and parents keep on singing and using in their daily lives.

Daniel Tiger's Neighborhood has recently been recognized with a 2013 Kidscreen Award for "Best Animated Series" and a 2013 Silver Honor Award in the Television category from the Parents' Choice Foundation.

The popular animated series was created by some of today's top innovators of quality children's media. Series creator Angela C. Santomero, Co-Founder of Out of the Blue Enterprises, is Co-Executive Producer, along with Kevin Morrison of The Fred Rogers Company and Vince Commisso of the award-winning animation studio 9 Story Entertainment.

ABOUT TOYS"R"US, INC.

Toys"R"Us, Inc. is the world's leading dedicated toy and juvenile 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 and Puerto Rico, and in more than 660 international stores and over 160 licensed stores in 35 countries and jurisdictions. In addition, it exclusively operates the legendary FAO Schwarz brand and sells extraordinary toys in the brand's flagship store on Fifth Avenue in New York City. With its strong portfolio of e-commerce sites including Toysrus.com, Babiesrus.com, eToys.com and FAO.com, it provides shoppers with a broad online selection of distinctive toy and baby products. Headquartered in Wayne, NJ, Toys"R"Us, Inc. employs approximately 70,000 associates annually 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. Additional information about Toys"R"Us, Inc. can be found on Toysrusinc.com. Follow Toys"R"Us, Babies"R"Us and FAO Schwarz on Facebook at [Facebook.com/Toysrus](https://www.facebook.com/Toysrus), [Facebook.com/Babiesrus](https://www.facebook.com/Babiesrus) and [Facebook.com/FAO](https://www.facebook.com/FAO) and on Twitter at [Twitter.com/Toysrus](https://twitter.com/Toysrus) and [Twitter.com/Babiesrus](https://twitter.com/Babiesrus).

ABOUT THE FRED ROGERS COMPANY

The company was founded by Fred Rogers in 1971 as the non-profit producer of *Mister Rogers' Neighborhood* for PBS. In the years that followed, it not only created hundreds of episodes of this much-loved program, but also extended Fred's values and approach to other efforts in promoting children's social, emotional, and behavioral health and supporting parents, caregivers, teachers and other professionals in their work with children. The Fred Rogers Company continues to build on Fred's legacy in innovative ways through a wide variety of media, and engaging new generations of children and families with his timeless wisdom. In addition to *Daniel Tiger's Neighborhood* and other preschool programs for PBS, The Fred Rogers Company develops products for children, parents and those who work with children. For more information about the work of The Fred Rogers Company, visit us at www.fredrogers.org.

ABOUT OUT OF THE BLUE ENTERPRISES

Out of the Blue Enterprises is a leader in children's educational media, with a portfolio of breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, mobile apps and consumer products. Out of the Blue creates and produces *Super WHY*, the hit Emmy-nominated literacy series on PBS KIDS; *Daniel Tiger's Neighborhood*, the upcoming animated series inspired by *Mister Rogers' Neighborhood*; and Nickelodeon's *Blue's Room*, and handles all licensing and merchandising activity for *Super WHY* and *Daniel Tiger's Neighborhood*. The company also develops top-rated mobile educational game apps, including *Super WHY*, *Chuggington: Terrific Trainee*, and *Colorforms: Revolution*. Led by Co-Founders Angela C. Santomero, Creator of the hit preschool entertainment franchise, *Blue's Clues*; and Samantha Freeman, a former Nickelodeon and toy industry executive, Out of the Blue aims to engage kids and families with age-appropriate, entertaining, and engaging learning experiences. www.outoftheblueenterprises.com

Visit *Daniel Tiger's Neighborhood* at: PBSKIDS.org/daniel

Follow *Daniel Tiger's Neighborhood* on Twitter at: twitter.com/danieltigertv

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