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**FOR IMMEDIATE RELEASE**

**TOYLAND'S BEST TAKE TO THE STAGE**

**THE FAO SCHWARZ HOLIDAY PREVIEW FOR THE MEDIA UNVEILS THE TOP TOYS  
FOR THE CHRISTMAS SEASON AND ITS HOLIDAY CATALOG**

New York, NY—September 27, 2007—The FAO Schwarz Holiday Preview has become an eagerly anticipated annual event where the best toys of the Christmas season are displayed, and this year's Preview on October 2nd, from 10:00 a.m., to 2:30 p.m., promises to dazzle and delight even the Grinch.

From London, to Nuremberg, to the far reaches of Asia, the FAO Schwarz team literally scoured the globe for the world's most unique toys. The fruits of their finds will be on display at the Holiday Preview, and include green products, a toy made out of soy, and toys that can be customized to make real what a child imagines.

Customization of toys has been one of the keynotes at FAO Schwarz for 2007. Toys that can be customized create a cherished memory for both parent and child, and range from the affordable to the exotic.

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Here are some of the most exciting toys in this year's Holiday Preview:

- Star Wars – Obi Wan's Final Duel Diorama and Pewter Figure Collection Recreating the dramatic Death Star escape scene from *Star Wars: A New Hope*, Obi Wan's Final Duel Diorama and Pewter Figure Collection features a painstakingly sculpted resin version of the Millennium Falcon and the 'Duel Corridor Diorama' where Obi Wan Kenobi battled Darth Vader (limited edition of 400; \$3,200). Meticulously crafted, hand-painted figurines of popular characters made of fine pewter are also available (limited edition of 2500; from \$99 to \$115).
- Darth Vader Signed Helmet An accurate replica of one of the most famous, fascinating, and feared helmets in the galaxy, the Darth Vader Helmet was made in cooperation with Lucasfilm Ltd. and cast from actual molds used in *Episode III: Revenge of the Sith* (limited edition of 2500; \$900).
- Personalized and Classic Puzzles: Turn your favorite photo of your child into an 18 1/4" by 13" high-quality maple-veneer puzzle (\$150) – and select the shapes of the pieces (\$15). Vintage *FAO Schwarz Catalogue* cover puzzles from its classic 1936 and 1969 books also are a fun way to pass a long afternoon (\$99).

“The Holiday Preview has long been an anticipated event because the toys we discover continually inspire. This year's collection brings together toys from six continents, many of which can be customized to reflect a child's desires and aspirations,” said Ed Schmults, CEO of FAO Schwarz.

The growth of private label items is another significant development at FAO Schwarz. Capitalizing on consumer research that shows FAO Schwarz is one of the most trusted brands in the world, the company has expanded its line of products for infants and toddlers to include dolls, cars, wood toys, arts and crafts, educational toys, board games, apparel, trucks, abacuses, stackers and alphabet wagons, green ribbon plush, and trains.

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The *FAO Schwarz Catalogue*— another eagerly anticipated annual tradition – will be unveiled in part at the Holiday Preview. Boasting 124 pages of the best toys on the planet, the *FAO Schwarz Catalogue* will be mailed to seven million homes in time for the holiday shopping season.

“The *FAO Schwarz Catalogue* marks the official start of the holiday season, and provides a plethora of gift ideas. It also allows toy aficionados of all ages to take a journey into the imagination,” added Mr. Schmults.

### **About FAO Schwarz**

Turning 145 years old this year, FAO Schwarz has enchanted generations of children and adults with its unparalleled selection of unique toys, unmatched customer service, and famous flagship store in Manhattan, which attracts more than three million visitors annually. One of the best-known brands in the United States, FAO Schwarz has evolved into a multi-channel retailer while still remaining true to the vision of founder Frederick August Otto Schwarz. Under the direction of CEO Ed Schmults, the company has launched a number of new initiatives that will make FAO Schwarz’s future as vital as its storied past.

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