

From FAO Schwarz
767 Fifth Avenue
New York NY 10153

Contact Lisa Labrado SEE NOTE IN EMAIL
Rubenstein Public Relations, Inc.
212-843-8037
lilbrado@rubensteinpr.com

FOR IMMEDIATE RELEASE

**HARRY POTTER MANIA COMES TO FAO SCHWARZ
COURTESY OF WARNER BROS.**

**RUPERT GRINT (RON WEASLEY) TO OFFICIALLY OPEN
THE FIRST HARRY POTTER STORE IN THE UNITED STATES**

SPECIAL EVENTS TO FOLLOW

New York, NY—July 2, 2007—Harry Potter mania has swept the world, and the epicenter of the excitement will be at FAO Schwarz on Friday, July 13th when Rupert Grint, the actor who plays Ron Weasley in the movies, officially opens the Harry Potter Shop at the famed retailer's flagship store in Manhattan with a ribbon-cutting ceremony.

Rupert Grint will arrive at the store in style: the iconic Toy Soldier will chauffeur the actor in the FAO Schwarz Toy Mobile. Mr. Grint will walk a red carpet at the Fifth Avenue entrance to the store and, with great fanfare, cut a red ribbon to mark the official opening of the Harry Potter Shop – a 500-square foot boutique, courtesy of Warner Bros., located on the second floor.

Straight from Diagon Alley, the Harry Potter Shop is based on the storefronts from the Warner Bros. films, and will remain at FAO Schwarz for three years. It will house the largest and most interesting collection of Harry Potter products in the United States, including artwork by Harry Potter book illustrator Mary GrandPre, toys, games, gifts, collectibles, and other memorabilia.

Notable toy manufacturers who will be selling hard-to-find products include NECA, The Noble Collection, and Tonner Doll Company. Hogwarts Castle, a pewter sculpture of Dobby the house-elf, the Hogwarts Express, and framed artwork are just a few of the more unusual items.

“The Harry Potter Shop will immerse store patrons in J.K. Rowling’s in the Harry Potter experience. We are grateful that Warner Bros. has made this unique destination possible, and know that the Harry Potter Shop will be a must-see attraction for fans of the books and movies,” said Ed Schmults, CEO of FAO Schwarz.

To make real J.K. Rowling’s magical world, FAO Schwarz’s sales staff will dress up as characters from the movies on the day of the event, while props from the films will be strategically placed throughout the first and second floors. The wizards at FAO Schwarz also have concocted a number of several special events for this historic occasion:

- Tickets to *Harry Potter and the Order of the Phoenix*: Store patrons who spend \$50 or more at the Harry Potter Shop will receive two tickets to the latest installment in the movie series.
- Dress Up as a Character: Children of all ages are invited to dress up as Harry Potter, Dumbledore, Ron Weasley, Hermione Granger, Hagrid, or any of the other characters from J.K. Rowling’s books. A representative from Hogwarts (Ed Schmults) will randomly select a winner.
- Raffle for Harry Potter Gift Basket: A chance for Muggles to bid on some of the most coveted items in the wizarding world. The items are so precious that security precautions from the Ministry of Magic demand that they only be disclosed on the day of the grand opening.

One of the highlights of the event will be a \$500 shopping spree chaperoned by Rupert Grint. The shopping spree comes courtesy of FAO Schwarz and the Make-A-Wish Foundation, and will be given to one terminally ill child and his/her parents.

The grand event comes to a close at 1:00 p.m., when Mr. Grint will leave FAO Schwarz through its 58th Street entrance and be chauffeured by the iconic FAO Schwarz Toy Soldier and Toy Mobile to an undisclosed location.

“The grand opening of the Harry Potter Shop and Mr. Grint’s visit will be one of the most exciting moments in the storied history of FAO Schwarz. The day’s events will create a cherished memory for all who come to the Harry Potter Shop, while the store will entertain children for years to come,” 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 2.5 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.