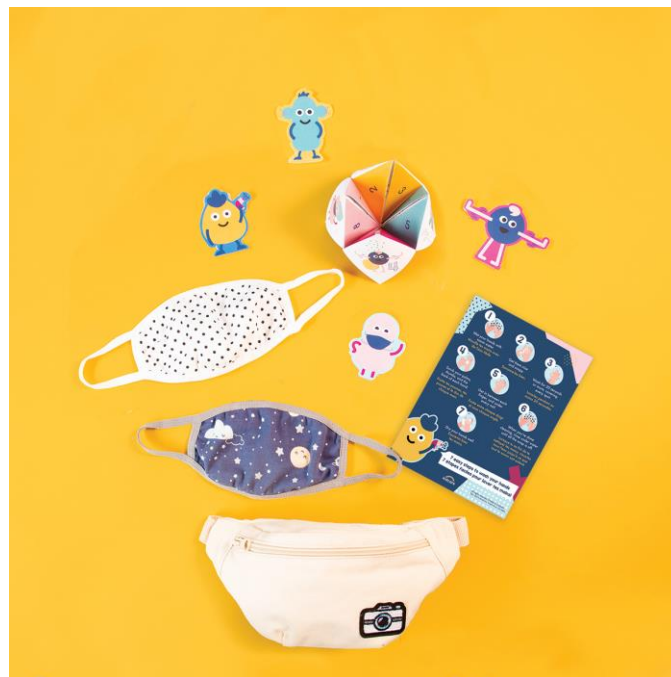


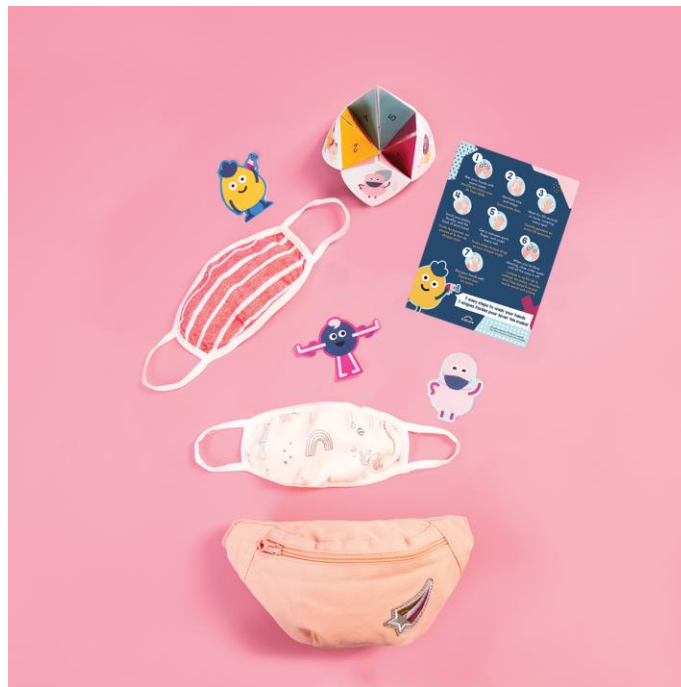


**Toys"R"Us Canada Launches Exclusive Brand: Kidcare™
*Trendy Masks and Fanny Pack Kits to Keep Kids Masked-Up and Ready to Go!***

TORONTO, August 11, 2020 – With many Canadian communities requiring masks, how do you make sure your child *wants* to wear a mask and has one handy? By making it fun! On August 17th, Toys"R"Us Canada is launching a new exclusive brand, **Kidcare™**, a collection of stylish non-medical masks and convenient fanny packs designed to keep your little ones covered!

The first-ever Kidcare™ collection will showcase the On-the-Go Kit, Premium Cloth Face Masks, and Everyday Cloth Face Masks. Please see below for details on each product launch.





On-the-Go Kit – This practical and fashionable kit includes 1 Fanny Pack, 2 Everyday Cloth Non-Medical Face Masks, and Kidcare™ educational materials with important tips for your child. Fanny packs come in three themes: Camo, Hipster and Rainbow. The themed masks included in each kit are 100% cotton, soft, and snugly. Fanny packs are easy-to-wear, adjustable, and a convenient place to keep all your child's protective and cleaning products. On-the-Go Kits retail for \$24.99 CAD.

Premium Cloth Non-Medical Face Masks – Kidcare's premium cloth face masks are made from luxurious, soft fabric. These masks include over-the-ear straps that are seamless and stretchy with mask shapes that ensure a snugly fit around your child's nose. Breathable and comfortable, these masks are designed with a pocket to insert an optional filter. Available in a 3-Pack (\$24.99 CAD) and a 1-Pack (\$9.99 CAD) and come in a variety of designs.



Everyday Cloth Non-Medical Face Masks – Keep your little one covered in style with washable, reusable everyday cloth face masks, made with soft, breathable cotton, for a comfortable wear. Available in a 3-Pack (\$19.99 CAD) and a 1-Pack (\$7.99 CAD), and come in a variety of designs.

The Kidcare™ collection will be available on toysrus.ca starting August 17th and in all Toys“R”Us stores starting August 24th.

About Toys"R"Us (Canada) Ltd. (“Toys"R"Us Canada”)

Toys"R"Us Canada has been Canada’s dedicated specialty retailer of toys and baby products since 1984. The company brings national brands, exclusive products, innovative loyalty programs and unique partnerships to Canadians at its over 80 stores across Canada and through its e-commerce sites Toysrus.ca and Babiesrus.ca. Committed to giving back to its communities, the company focuses its charity efforts on supporting children and their families – whether enhancing resources and services, helping development through play or offering encouragement to seriously ill children. Toys"R"Us Canada is a subsidiary of Fairfax Financial Holdings Limited. Toys"R"Us and Babies"R"Us are registered trademarks owned by Toys"R"Us (Canada) Ltd. The Kidcare trademark is owned by Toys"R"Us (Canada) Ltd. All rights reserved.

For further information:

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