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INSPIRATION FROM THE PAST AND INNOVATION FOR THE FUTURE 2012'S TOP TOYS FOR CHRISTMAS

It's a 'Dream Baker's Dozen' this year, as 13 toys are chosen by the Toy Retailers Association (TRA) to make the toy industry's official list of the top toys for Christmas. With a nod to the past but with two feet firmly in the future the list is a mix of old favourites brought right up to date, current technology and a new crop of must-have character toys, say the TRA.

Some of the enduring favourites on the list have been around for over 50 years. Cabbage Patch Kids, Spiderman, Twister and Lego are sure to be toys that many adults have fond childhood memories of. They're still loved just as much by children today, albeit in new evolutions of the originals. Contrast this with the high-tech tablets for kids and exciting new character toys inspired by TV and film and it's safe to say that children will have a varied, imaginative and engaging Christmas this year.

This year's Dream Toys, in alphabetical order:

Cabbage Patch Kids, JAKKS Pacific

Furby, Hasbro

InnoTab 2, VTech

Jake and the Neverland Pirates – Pirate Ship Bucky, Mattel

LeapPad 2, Leapfrog Toys

LEGO Friends: Olivia's House, Lego

LEGO The Lord of the Rings: The Mines of Moria, Lego

Mike the Knight's Deluxe Glendragon Playset, Character Options

Monster High Ghouls Rule Dolls, Mattel

My Moshi Home, Vivid Imaginations

Nerf N-Strike Elite Hail-Fire, Hasbro

Twister Dance, Hasbro

Web Shooting Spider-Man, Hasbro

Gary Grant, Chairman of the TRA's Dream Toys selection panel says: "There are some toys that hold an enduring place in the hearts of children for generations and this year we've seen the toy industry come up trumps by reinvigorating these classic favourites for 2012. We also continue to see technology being woven into toys to add extra dimensions to the play experience – whether this is the use of apps, interactivity, touch screens or integrated multi-functions such as e-readers and cameras.

We have selected a Dream Baker's Dozen this year purely because of the strength of all the fantastic toys we had to choose from. A particular highlight is the re-emergence of Cabbage Patch Kids as well as the resurgence of Barbie and continuing popularity of Bratzillas, Disney and of course, the hugely-popular Monster High. This year we've also seen the come-back of Furby, which reacts and adapts intelligently to the attention it's given and has an app download for even more fun. Another new 'interactive' toy of note is Tatty Teddy Story Time, which interacts with the bedtime story. Without a doubt, a huge success story this year is the continuing popularity of Moshi Monsters - a phenomenon that has helped to define online and offline play. New to the market last year, we're now seeing exciting new developments in tablets for kids from InnoTab 2 and LeapPad 2.

The TRA reveals its predictions for the official Top Toys for Christmas at the Dream Toys 2012 media preview in St Mary's Church, Wyndham Place, Marylebone London on 31st October 2012.

-ENDS-

For further press information contact the Dream Toys Press Office at Grayling on 0207 025 7500 or email Dreamtoys@grayling.com

Twitter #Dreamtoys, @DreamToysUK

Press release and images:

Press can access the online press office for all downloads:

Press release: <http://www.toyretailersassociation.co.uk/press/>

Images: <http://www.toyretailersassociation.co.uk/press/dream-toys-photo-gallery>

1. Dream Toys top toys for 2012

Girls Top Toys for Christmas

	Manufacturer	RRP
Mickey Mouse Clubhouse – Minnie’s Table Kitchen	IMC Toys UK Ltd	£34.99
Monster High High School	Mattel	£89.99
My Little Pony: Wedding Castle	Hasbro	£24.99
My Moshi Home	Vivid Imaginations	£38.99
Pillow Pets	Mookie Toys	£16.99
Secret Safe Diary	VTech	£24.99
Sylvanian Families Campervan	Flair Leisure Products	£39.99
Tatty Teddy: Peanut’s Lamp House	Worlds Apart	£24.99

Boys Top Toys for Christmas

	Manufacturer	RRP
Ben Ten Omniverse Omnitrix Touch	Bandai UK	£24.99
Hot Wheel Wall Tracks Power Tower Track Set	Mattel	£39.99
Monsuno Core Combat VS 2-pack	Flair Leisure Products	£14.99
Nerf N-Strike Elite Hail-Fire	Hasbro	£44.99
Star Wars Fighter Pack Multipack	Hasbro	£19.99
Super Moshi HQ	Vivid Imaginations	£23.99
Trash Pack Scum Drum	Flair Leisure Products	£24.99
Web Shooting Spider Man	Hasbro	£34.99

Pre-School Top Toys for Christmas

	Manufacturer	RRP
Car Ferry with Pier	Playmobil	£39.99
Imaginext Castle	Mattel	£49.99
Jake and the Neverland Pirates Pirate Ship Bucky	Mattel	£49.99
Mega Blocks First Builders Build ‘n Learn Table	Mega Brands	£39.99
Mike the Knight’s Deluxe Glendragon Playset	Character Options	£29.99
Peppa Pig: Jump in Muddy Puddles	Character Options	£19.99
Switch & Go Dinos: Brok the Brachiosaurus	VTech	£49.99
Thomas & Friends Steam ‘n Speed R/C Thomas	Mattel	£44.99

Games Top Toys for Christmas

	Manufacturer	RRP
Angry Birds Knock on Wood	Mattel	£19.99
Bop It! Smash	Hasbro	£19.99
Fly Trap!	Esdevium Games	£19.99
Hedbanz	Spin Master	£12.99
LOGO – Best of TV & Movies	Drumond Park	£28.99
Snackin' Safari	Hasbro	£14.99
Twister Dance	Hasbro	£26.99
Uno Roboto	Mattel	£24.99

Creative Top Toys for Christmas

	Manufacturer	RRP
Crayola Catwalk Creations House of Fashion	Vivid Imaginations	£28.99
Crayola Glow Book	Vivid Imaginations	£26.99
Dr Dreadful Zombie Lab	Spin Master	£24.99
Hello Kitty Cool Cardz Design Studio	Flair Leisure	£17.99
Orbeez Soothing Spa	Character Options	£29.99
Play-Doh Candy Cyclone	Hasbro	£24.99
Pro Deck Workshop	John Adams	£24.99
Waggle Tagz	John Adams	£19.99

Construction Top Toys for Christmas

	Manufacturer	RRP
Character Building: Deadly 60 Steve Safari Playset	Character Options	£29.99
LEGO CITY Mine	LEGO	£74.99
LEGO DC Universe Super Heroes Batwing Battle Over Gotham City	LEGO	£34.99
LEGO Friends: Olivia's House	LEGO	£69.99
LEGO Monster Fighters: The Ghost Train	LEGO	£59.99
LEGO Star Wars: Desert Skiff	LEGO	£23.99
LEGO The Lord of the Rings: The Mines of Moria	LEGO	£69.99
Mega Blocks Halo Countdown	Mega Brands	£99.99

Tech Zone Top Toys for Christmas

	Manufacturer	RRP
Air Hogs R/C Hover Assault	Spin Master	£49.99
Air Hogs R/C Fly Crane	Spin Master	£39.99
Attacknid	WowStuff	£69.99
Barbie Photo Fashion with Built-in Camera	Mattel	£69.99
Hexbug: Nano Hive Habitat Set	Innovation First	£24.99
Micro Scalextric Star Wars: Death Star Attack	Hornby Hobbies	£69.99
Skylanders Giants	Activision Blizzard	£14.99
Spy Net Night Vision Video Watch	JAKKS Pacific	£49.99

Dolls Top Toys for Christmas

	Manufacturer	RRP
Baby Born Interactive Doll	Zapf Creation	£39.99
Barbie Puppy Play Park	Mattel	£27.99
Bratzillas Dolls with Pets Assortment	MGA Entertainment	£19.99
Cabbage Patch Kids	JAKKS Pacific	£29.99
Disney Princess Swirling Lights Cinderella	Mattel	£29.99
Lalaloopsy Silly Hair Star - Harmony B Sharp	MGA Entertainment	£49.99
Monster High Ghouls Rule Dolls	Mattel	£22.99
Novi Stars Doll Assortment	MGA Entertainment	£19.99

Interactive Top Toys for Christmas

	Manufacturer	RRP
Cherry the Cat	Flair Leisure	£59.99
Fufris Funny Monkey	IMC UK Toys Ltd	£14.99
Furby	Hasbro	£59.99
FurReal Bouncy, My Happy To See Me Pup	Hasbro	£39.99
M3 Master Moves Mickey	Mattel	£69.99
Moshi Monster App Monsters	Vivid Imaginations	£21.99
Tatty Teddy: Story Time Interactive	Carte Blanche	£39.99

Educational Top Toys for Christmas

	Manufacturer	RRP
First Steps Baby Walker	VTech	£29.99
Fisher-Price Laugh & Learn Dance & Play Puppy	Mattel	£44.99
Gadget the Robot	VTech	£39.99
InnoTab 2	VTech	£84.99
Kurio 7	Inspiration Works	£149.99
LeapPad 2	Leapfrog Toys	£89.99
Leapster GS	Leapfrog Toys	£64.99
Toot-Toot Drivers Garage	VTech	£39.99

2. Dream Toys list in 2011

The Dream Dozen in 2011 were:

- Doggie Doo, John Adams, RRP £22.99
- Fijit Friends, Mattel, RRP £54.99
- Fireman Sam Pontypandy Rescue Set, Character, RRP £29.99
- Kidizoom Twist, VTech, RRP £49.99
- LeapPad Explorer, Leapfrog Toys, RRP £79.99
- Lets Rock Elmo, Hasbro, RRP £69.99
- Milky the Bunny, Flair, £59.99
- Monster High Lagoon's Hydration Station, Mattel, £39.99
- Moshling Tree House, Vivid, RRP £18.99
- Nerf Vortex Nitron Blaster, Hasbro, RRP £44.99
- Ninjago Fire Temple, Lego, RRP £91.99
- Star Wars Ultimate Force Tech Lightsaber Assortment, Hasbro, RRP £39.99

Dream Toys is the best prediction every year. In 2010, eight out of twelve Dream Dozen were top ten in their class over the year. To build on this, ten of the 2011 Dream Dozen products were top five in their class, or of all toys, for the year.

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|--------------------------------------------|-----------------------------------|
| • Doogie Doo | #6 game in 2011 (value) |
| • Fijit Friends | #2 youth electronics toy in 2011 |
| • Fireman Sam Pontypandy Rescue Set | #14 Dec 2011 in infant preschool |
| • Kidizoom Twist | #2 for year 2011 total toys |
| • LeapPad Explorer | #3 for the year 2011 total toys |
| • Let's Rock Elmo | #5 plush for December 2011 |
| • Milky the Bunny | #3 plush for December 2011 |
| • Monster High Lagoon's Hydration Station | #2 doll in 2011 |
| • Moshling Treehouse | #1 doll in 2011 |
| • Nerf Vortex Nitron Blaster | #4 outdoor item December 2011 |
| • Lego Ninjago Fire Temple | #2 December 2011 in building sets |
| • Star Wars Ultimate Force Tech Lightsaber | #4 action figures December 2011 |

3. Toy Industry Statistics 2012

- The UK toy market is the biggest in Europe – worth £2,969m in 2011, ahead of France (ranked #2), Italy, Spain and Germany
- Christmas is worth £1bn (2011) or 34% of annual sales
- £280 on average was spent per child aged 0-11 in 2011

- £100.84 was spent per child on Christmas toys in 2011, that works out at 11.1 toys each
- 110m toys were sold for Christmas 2011 at an average price of £9.21
- Christmas falls into week 52 this year
- The UK toy market is currently flat compared to the average of the top five European toy markets, which is -1

*Facts compiled by **NPD Group** - the number one information provider to the toy industry in Europe and the United States, where it has a range of services tailored to meet the needs of the toy and youth entertainment industries. See www.npd.com. Stats from NPD Group EPoS retail tracking and consumer panel services.*

4. About Dream Toys

- Dream Toys is a media only event organised by the Toy Retailers Association.
- The Dream Toys selection panel is the most representative in the industry, covering over 80%
- This is the 46th year that the Toy Retailers Association has announced the Top Toys for Christmas. The Media Preview includes the latest new toys in the market as well as the Top 13.
- The TRA represents around 2500 stores and over 100 different companies accounting for 60% of toy retailers.
- The independent predictions are based on the Toy Retailers Association's over 50 years' experience as the voice of retailers and take into account what consumers are requesting, what excites children and the latest trends in new products.

5. Regional Dream Toys events

As well as the Dream Toys event in London, the Toy Retailers Association will be unveiling the top toys for Christmas at two further locations:

- **Meadowhall Shopping Centre**, Sheffield, 9am - 12noon on 31st December 2012 at the entrance of the Oasis Dining Quarters. The Dream toys will then be moved to Lower Park Lane on 1st & 2nd November to give children a chance to play with them.

To confirm attendance at the event, organise filming/photography passes and to request interviews, please contact Alice Roughton on 0114 275 6784 or email

Alice@mkthingshappen.co.uk

- **St David's Dewi Sant**, Cardiff, opening to media at 7am and the public at 9.30am on 31st December 2012 in 'The Atrium'.

To confirm attendance at the event, organise filming/photography passes and to request interviews, please contact Kerry Harris or Kara Nelson on 0117 929 2311 or email

stdavids@grayling.com