



JETPACK BUZZ LIGHTYEAR CHARACTER AND SMYTHS, TRIUMPH AT 2010 TOY INDUSTRY AWARDS

Toy Fair, 25-27 January 2011, Olympia, London
Toy Industry Awards, 25 January 2011, Banqueting House, London

25 January 2011: Jetpack Buzz (Mattel), Character and Smyths triumphed at this evening's annual Toy Industry Awards winning Toy of the Year, Supplier of the Year and Toy Retailer of the Year, respectively.

Organised by the British Toy & Hobby Association with the Toy Retailers Association (TRA) – the awards were presented at a prestigious event at Banqueting House in Central London following the first day of the 58th Toy Fair, which is currently taking place at Olympia in West London.

BTHA Chairman Christine Nicholls announced the winners of the Toy Retailer of the Year Awards, including a new *Retail Week* award recognising the best in toy store design, which went to the Disney store. Acting TRA Chairman Alan Simpson unveiled the Supplier of the Year Awards. A total of three of Special Recognition Awards were presented to James Galt, Ravensburger and Orchard Toys, which is celebrating its 40th anniversary this year. And Flair CEO Peter Brown was the acclaimed recipient of the Personality of the Year award. The full line up of winners follows:

TOY RETAILER OF THE YEAR WINNERS:

Independent Toy Retailer of the Year	Dominoes
Multiple Toy Retailer of the Year	Smyths
Online Toy Retailer of the Year	Argos
Toy Catalogue of the Year	Argos
Toy Retailer (Grocer) of the Year	Tesco
Retail Week Award for Best Store Design	The Disney Store
<i>Overall Toy Retailer of the Year</i>	<i>Smyths</i>

SUPPLIER OF THE YEAR AWARDS:

Craze/Pocket Money Toy	Lego Mini Figures, Lego
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Girls' Toy	Barbie Puppy Swim School, Mattel
Boys' Toy	NERF N-Strike Recon CS-6, Hasbro
Feature Plush Toy	Zhu Zhu Hamsters, Character Options
Toy License	Toy Story 3, Disney
Creative Toy	Moon Sand™ Bake Shop, Spin Master
Pre-School Toy	Fireman Sam Deluxe Fire Station Playset, Character Options
Innovative Toy	Air Hogs® Vectron Wave, Spin Master
Construction Range	Lego City, Lego
Game	Pig Goes Pop, Drumond Park
TRA Special Recognition Award	Orchard Toys
TRA Special Recognition Award	James Galt
TRA Special Recognition Award	Ravensburger
Supplier of the Year	Character Options
Personality of the Year	Peter Brown
Toy of the Year	Jet Pack Buzz Lightyear, Mattel

Christine Nicholls, Chairman of the BTHA: “Congratulations on behalf of the BTHA to all the winners of this year’s Toy Retailer Awards – it is a pleasure to see such a high standard of entry. Recognition must also go to our worthy runners-up and a big thank you to everyone for taking part.”

Alan Simpson, Chairman of the TRA, added: “There were many toys which could have featured in this year’s awards and it was an extremely difficult job to narrow the list down, but, on behalf of the TRA, I would like to congratulate all our winners and we look forward in 2011 to another year of innovation”

NOTES TO EDITORS:

Associations: The BTHA (British Toy & Hobby Association) and the TRA (Toy Retailers Association)

Toy Fair: Toy Fair takes place 25-27 January, 2011 at Olympia in London. Please register at www.toyfair.co.uk and pick up your badges onsite.

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