



29 September 2009

Purr-fect Pets Head Up Top Ten Toys List at Number One Toy Retailer

Electronic 'poopless pets' are expected to be at the top of childrens' wish lists this Christmas as Argos, the UK's number one toy retailer, unveils its Top Ten Toys for 2009. The list reveals what is most likely to be putting smiles on the faces of kids up and down the country come Christmas morning.

Furry friends feature twice in the Top Ten with the **Go Go Pet** range the wild card of this year's hot list. Argos expects the racing rodents to be the 'runaway' favourite of 2009 encapsulating the trend for fun and humorous playthings. The artificially intelligent hamsters can talk and move around their funky hamster funhouses. **Lu Lu My Cuddlin' Kitten**, a lifelike interactive pet, is set to take the place of 2008's 'top dog', Furreal Biscuit, as the kitten purrs, roles over and responds to her owner.

Argos' Top Ten Toys for Christmas 2009:

- Go Go Hamsters (Age 4 years and over)
- Lulu My Cuddlin' Kitten (Age 4 years and over)
- V Tech Kiddizoom Camera in Pink / Blue (Age 3 years and over)
- Transformers MV2 Bumblebee Movie Helmet (Age 5 years and over)
- Baby Annabell 2009 (Age 3 years and over)
- Bounce 'n Spin Zebra (Age 1 year and over)
- Lego Minotaurus (Age 7 years and over)
- Bop It (Age 8 years and over)
- Lego City Police Station (Age 6 years and over)

- Waybaloo Play n' Wiggle Yo Jo Jo (Age 18 months and over)

Ian Chaplin, Toys Trading Manager for Argos says, "Role-play inspired products with a technology twist are one of the hot trends for kids this year and 'poopless pets' have become increasingly popular. We have 20 electronic pets in our toy range this Christmas. They're great fun for kids and less mess than real pets, which goes down well with parents."

Girls are expected to lap up the role-play element of the pet ranges along with lifelike dolls such as the new **Baby Annabell**. For boys, Argos expects to see parents revisiting trusted and established brands with Lego sitting on the list alongside the more hi-tech and modern toys like the **Transformers Bumblebee Helmet**.

Ian Chaplin says, "Lego is always popular and was voted the nation's favourite toy of the last 35 years in a poll we conducted last year. For 2009 we have the new **Lego Minotaurus** game, the world's first collection of games that you can build, play and change and the more traditional **Lego City Police Station**, both in the Top Ten. We're also expecting our new Chad Valley range to be popular with people looking for traditional toys as gifts."

In Nursery toys, **Waybaloo**, a brand new pre-school concept from CBeebies featuring the cute Piplings characters, is set to knock In the Night Garden's Iggle Piggle off the top spot and the **Bounce 'n Spin Zebra** is great for getting kids active at an early age. A new version of the firm family favourite **Bop It** also makes its mark in the Top Ten for another year, proving that some toys can stand the test of time.

The Top Ten toys for 2009 are all featured in the Argos Christmas Gift Guide out in October and available in store or online at www.argos.co.uk.

This year Argos is inviting kids to enter the Argos Toy Tester competition for a chance to win free toys for a year. All they have to do to enter is say what their favourite toy is

and why they love it in 25 words or less. Entry is simple, either fill in the entry form in the Big Play flyer and post it at any Argos store, or enter online at www.argostoytester.co.uk where you'll find loads of fun activities, including details of the Big Play Roadshow and a Toy Tester game.

In addition, the Argos Big Play Roadshow will tour 15 UK shopping centres over October Half Term (24th Oct-1st Nov). Kids will be able to try out toys and video games for free, and then tell Argos what they think in the Big Play Video Booth. Kids will also be able to enter the Toy Tester competition by completing entry forms and posting them in the tent.

-ends-

For more information contact iris PR:

Emily Blewett / Emily.blewett@iris-pr.com / 020 7654 7697, 07989 431 242

Press office: argos.pressoffice@iris-pr.com / 020 7922 8111



V Tech Kiddizoom Camera in Pink, £49.99
(Age 3 years and over)



V Tech Kiddizoom Camera in Blue, £49.99
(Age 3 years and over)



Transformers MV2 Bumblebee Movie Helmet,
£39.99 (Age 5 years and over)



Baby Annabell, £39.99
(Age 3 years and over)



Bounce 'n Spin Zebra, £48.59
(Age 1 year and over)



Lego Minotaurus, £16.99
(Age 7 years and over)



Go Go Hamsters, from £9.99
(Age 4 years and over)



Bop It, £19.99
(Age 8 years and over)



Lego City Police Station, £59.99
(Age 6 years and over)



Lulu My Cuddlin' Kitten, £49.99
(Age 4 years and over)



Waybaloo Play n' Wiggle Yo Jo Jo, £26.99
(Age 18 months and over)

Notes to editors

The Toy Tester competition is aimed at ages 0-12 years. Argos will select 30 winners in total, and will choose one product from their Toys/VGS range for each winner, each month for one year.

About Argos

Argos is a unique retailer recognised for choice, value and convenience. It sells general merchandise and products for the home from over 700 stores throughout the UK and Republic of Ireland, online and over the telephone. In the last financial year, Argos sales were £4.3 billion.

Argos serves over 130 million customers a year through its stores. On average, 18 million UK households, or around two thirds of the population, have an Argos catalogue at home at any time.

Argos expects to add around 20 stores this year. Its internet site, www.argos.co.uk, was the most visited high street retailer online in the UK in 2008.

Argos is part of Home Retail Group, the UK's leading home and general merchandise retailer.