



One of Canada's coolest jobs has been filled — 11-year-old Méganne Dagenais named Toys"R"Us Canada's Chief Play Officer

TORONTO, ONT., February 8, 2019 - Toys"R"Us Canada has today announced 11-year-old Méganne Dagenais as its newest Chief Play Officer – a coveted role created by the toy retailer to be an ambassador of play and to travel the country to showcase the latest toy trends to hit the market.

The company held a surprise party earlier today in LaSalle, Quebec, to announce to Méganne that she had won the sought-after title, following a five-month search that included applications from more than 200 worthy candidates from across the country.

"I feel like I'm dreaming, I'm so excited," said Dagenais. "I can't wait to start testing out all the cool toys at Toys"R"Us Canada and to remind everyone how fun it is to play."

To apply for this position, children aged 10 to 12 and their guardians were invited to submit a short video to showcase their love of toys and to tell Toys"R"Us Canada why they should be the next CPO.

"We saw a sparkle in Méganne the moment we watched her audition video," said Melanie Teed-Murch, president of Toys"R"Us and Babies"R"Us Canada. "She demonstrated a clear passion for play, contagious enthusiasm, and when we met her in person, she impressed us with her ability to hold a conversation with the adults in the room. We instinctively knew we had found our next Toys"R"Us kid – and it was confirmed by our vote."

Méganne takes over the position from Émile Burbidge, who is off to high school after a three-year stint as the CPO from 2016 to 2018.

"We'll miss Émile but have no doubt that Méganne will do an excellent job representing play in Canada and spreading its wonder and benefits to children across the country. We're grateful to her parents, Julie and Martin, and sister, Sarah, for supporting her in this new adventure."

Méganne's first assignment will be to travel to the annual New York City Toy Fair where she will learn about trends for the year and meet leading toy brands and partners of Toys"R"Us Canada. Throughout the year, Méganne will also act as the brand's play ambassador for various vendor partner events and in-store activations, and engage with media across the country, among other fun activities.

- Let's play, Canada! -

About Toys"R"Us Canada:

Since 1984, Toys"R"Us Canada has been Canada's dedicated specialty retailer of toys and baby products. The company brings national brands, exclusive products, innovative loyalty programs and unique

partnerships to Canadians at its 82 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.

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