



Developed and Managed by:
CITY DEVELOPMENTS LIMITED

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City Square Mall to Welcome Toys'R'Us and Babies'R'Us Flagship Store

New addition boosts retail offerings targeting families

Singapore, 31 May 2012 – City Square Mall, owned and managed by City Developments Limited (CDL), will welcome Toys'R'Us when it introduces its first side-by-side (integrated) store format in Southeast Asia at the mall in October.

The new integrated store will include a full Toys'R'Us and a Babies'R'Us which will have the largest selection of baby products in Singapore. The Babies'R'Us flagship store will occupy half of the 26,000 square feet of retail space it will share with Toys'R'Us. In addition to baby essentials, the new integrated store will offer a broad assortment of toys, games and other children's products, providing a one-stop shopping convenience to the customers.

“With this new integrated format, we can offer an expanded selection of products as well as an easy and appealing shopping environment that will be appreciated by Moms-to-be and experienced Moms. We are excited to introduce our first Babies'R'Us store at City Square Mall where the mall's direct connection to Farrer Park MRT station along the North-East Line makes it easily accessible to young families living in central Singapore. Families living in newer housing estates such as Punggol and Seng Kang can conveniently get to the store via a short MRT train ride,” said a Toys'R'Us spokesperson.

“We are thrilled that the first new integrated format for Toys'R'Us and Babies'R'Us in Southeast Asia will open here at City Square Mall. Having the new store on board is an amazing addition to our list of family-friendly tenants and will allow us to expand our range of parenting as well as child product offerings. We look forward to providing our mall visitors with more shopping options,” said City Square Mall's spokesperson.

The addition of City Square Mall's newest anchor tenant Toys'R'Us and Babies'R'Us, together with the announcement earlier this year about Golden Village opening a new 6-screen cinema by December, will definitely have parents looking forward to spending more quality time with their children at the mall.

180 Kitchener Road, City Square Mall #B2-29, Singapore 208539
Tel: +65 6595 6565 | Fax: +65 6509 3761 | www.citysquaremall.com.sg

Co. Reg. No.: 196300316Z



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About City Square Mall

City Square Mall is Singapore's first eco-mall, located at the junction of Serangoon Road and Kitchener Road. Owned and managed by City Developments Limited, the mall has some 200 tenants that cater to the lifestyle needs of everyone in the family. Connected to Farrer Park MRT station, City Square Mall is one of the largest malls in Singapore with 700,000 sq ft of gross retail space, offering the perfect setting for the community to meet, shop and play while acquiring an eco-learning experience.

City Square Mall is Singapore's first shopping mall to be awarded the Green Mark Platinum Award by the Building and Construction Authority (BCA) of Singapore. It has also received the prestigious Excellence Award under the Shopping Mall Category in the Businesses for Families Council's (BFC) 'We Welcome Families' Awards 2011. In May 2011, the mall received two additional awards – the FuturArc Green Leadership Award 2011 for Commercial Architecture and the FIABCI Prix d'Excellence Awards 2011 (Runner-up in the Retail category). City Square Mall was also awarded first runner-up for the Energy Efficiency Competition (New and Existing category) at the 2011 ASEAN Energy Awards. For its efforts to reduce packaging waste under the Singapore Packaging Agreement (SPA) initiated by the National Environment Agency (NEA), City Square Mall won a distinction award in the 3R Packaging Awards 2011.

For more information on City Square Mall, please visit www.citysquaremall.com.sg