

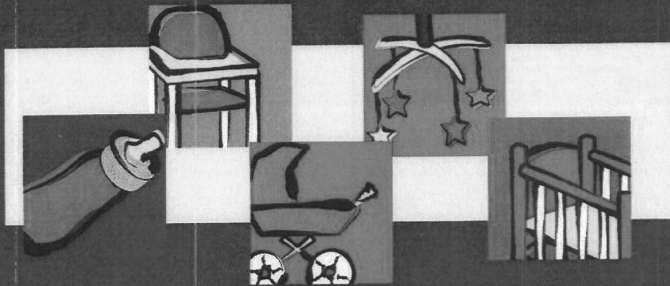
EXHIBIT 1028:

2003 NEW PRODUCT DIRECTORY, JUVENILE PRODUCTS
MANUFACTURERS ASSOCIATION (“2003 JPMA DIRECTORY”)

Munchkin, Inc. & Toys “R” Us, Inc.: 1028

2 0 0 3

New Product Directory



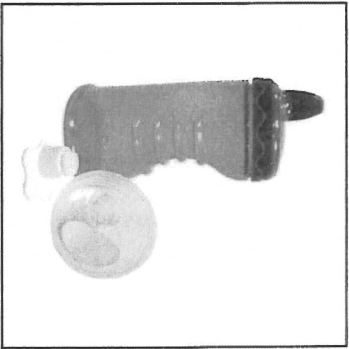
SHOWCASING
NEW PRODUCTS

Appearing at the 2003
International JPMA Show

JUVENILE PRODUCTS MANUFACTURERS ASSOCIATION



FEEDING ITEMS



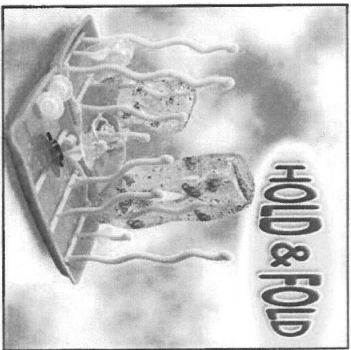
IN ZONE INC.
GRIP-N-SIP

Developed with fun, innovation and value in mind, the grip-n-sip leak proof sipper is ideal for active babies and toddlers. Utilizing its innovative removable valve for easy cleaning, this 10 oz. sipper was designed with both the parent and child's interest in mind. The grip-n-sip includes a contoured grip for easy handling.

678-718-2000

EXHIBIT SPACE 5B82

FEEDING ITEMS



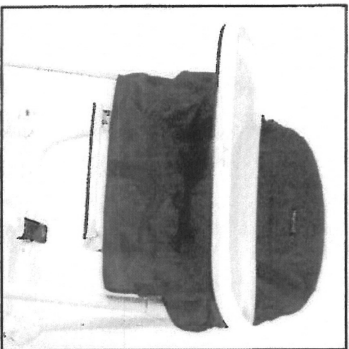
LITAF INDUSTRIES, LTD.
HOLD & FOLD

Bottle Drying Rack - holds up to eight bottles, nipples, discs, caps and pacifiers. Suitable for all types of bottles, including wide-neck bottles.

Space saver - fold flat for quick and easy storing. Dishwasher safe. No assembly required! Bottles and accessories not included.

972-8-8694455
www.litaf.com

EXHIBIT SPACE 5815

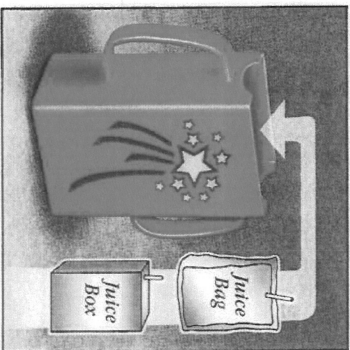


JUVENILE SOLUTIONS, INC.
MESSEEZ™ HIGH CHAIR COVER

With the Messeez™ high chair cover, mothers and caregivers will never have to clean their high chair again! A practical new product designed to make clean up at mealtime a snap. All they have to do is feed their little one, then wipe Messeez clean, or throw it in the washing machine.

310-274-3877
www.juvenilesolutions.com

EXHIBIT SPACE 5J320 & 5J322



MOMMY'S HELPER
JUICE BOX BUDDIES

"No more spills and squirts or messy strollers, car seats or play areas!" Just what is needed to bring organization back to juice bag and juice box drinking! Available Now!

800-371-3509
www.mommysheperinc.com

EXHIBIT SPACE 6B63