

## ARGOS HERE TO AH-NOO\*

Submitted by: Playtime PR

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- Parents' guide created for Furby Connect -
- Furbish dictionary available for owners to brush up on the lingo -

Still going strong after almost a decade in the toy business, the latest Furby – Furby Connect (<http://www.argos.co.uk/search/furby-connect/>) – is the cleverest one yet. Lauded by many as one of the top toys for this Christmas, there may be a little reluctance to invite one into the home, after Furbies of Christmas past wreaked havoc with constant mutterings and an inability to ever stop! But with continued popularity amongst children and a sure fire Christmas wish list hit, the UK's biggest toy retailer has created some essential downloads to help parents get to grips with the furry critters!

Aimed at helping parents become accustomed with their new Furby Connected friend, Argos' "Parents' Guide" (<http://tinyurl.com/ArgosFurbySurvivalGuide>) is packed full of handy and practical tips to get the very most out of this incredibly interactive plaything – even before Santa has made his delivery. Plus, there's also an easy-to-understand Furbish dictionary (<http://tinyurl.com/ArgosFurbish>) so parents can wow their kids with their fluency on Christmas Day.

The new Furby Connect is a sensor-laden toy that interacts with its owner through sounds and movement, as well as over 100 different LED-powered eye expressions. When connected via Bluetooth, the Furby World app offers an entirely new play pattern as the physical toy interacts with the on-screen Furbings. Inside this constantly updated and expanding app-driven world is a huge variety of content including games and videos.

Argos' Furby Connect Parents Survival Guide and Furbish Dictionary are both available to download now, free of charge:

Parents' Survival Guide (<http://tinyurl.com/ArgosFurbySurvivalGuide>)  
Furbish Dictionary (<http://tinyurl.com/ArgosFurbish>)

Available in purple, blue, orange, teal and pink, Furby Connect is available in Argos stores and at [www.argos.co.uk](http://www.argos.co.uk) (<http://www.argos.co.uk/search/furby-connect/>) for £79.99 (price correct at time of issue).

\*help in Furbish

-ENDS-

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#### About Sainsbury's Argos

Sainsbury's Argos is a leading UK digital retailer and sells more than 60,000 products under the Argos and Habitat brands. It sells through [www.argos.co.uk](http://www.argos.co.uk), [www.habitat.co.uk](http://www.habitat.co.uk), its growing mobile channels, its 845 stores and over the telephone. Argos Digital Stores and Mini Habitats can also be found in Sainsbury's supermarkets.

Argos is the UK's largest high street retailer online and the second most visited website, with nearly a billion website visits a year. More than half of the company's sales originate online and around 120 million customer transactions take place in its stores each year. Argos offers customers market leading delivery and collection services, including Check & Reserve, Fast Track Delivery and Fast Track Collection which make customers' lives easier, every day.

Sainsbury's Argos is part of J Sainsbury plc, a leading retailer of food, clothing and general merchandise and owner of Sainsbury's Bank. Sainsbury's commitment to helping customers live well for less has been at the heart of what the company does since 1869. J Sainsbury plc employs 195,000 colleagues across the UK and Ireland whose strong culture and values are integral to driving its success - now and in the future. Our vision is to be the most trusted retailer where people love to work and shop.