

Big Smile Toys Puts Focus on Service and Value This Holiday Season

Popular online toy store gives parents peace of mind during holiday shopping



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PAOLI, Pa., November 25, 2009 – BigSmileToys.com, a leading online toy store known for their high level of customer service and extensive offering of fun and educational specialty toys, today announced their added value services aimed at making holiday shopping stress free and value oriented. With services such as free gift wrapping, top sellers and staff picks, busy parents can conquer the stresses of holiday shopping with ease and satisfaction.

With the holiday shopping season underway, BigSmileToys.com stays abreast of emerging children's toys and top trends. The online retailer has been the source of inspiration in many parents by offering high demand products paired with convenient services such as birthday reminders, free Christmas, Hanukkah and birthday themed gift wrapping and free shipping.



"This time of year can add even more stress to the gift buying process as time and money are even more valuable, busy parents want to ensure satisfaction and ease of purchasing. BigSmileToys.com understands that even the simplest of tasks can become cumbersome," said Steve

Scartozzi, president BigSmileToys.com. "By offering simple site navigation, staff picks, top sellers, free gift wrapping and free shipping on orders over \$99, customers can easily browse through the extensive selection of [kids toys](#), toddler toys and long time favorites like [Playmobil toys](#) to find a gift their child is sure to love," Scartozzi concluded.

Serving as the online extension of one of suburban Philadelphia's most reliable retail toy stores, BigSmileToys.com offers customers the expertise and experience delivered by the more than 48 years in the business. Providing the best selection of children's toys, games, sporting equipment, books and more, BigSmileToys.com understands that above and beyond service is as much a part of the equation to satisfaction as price, selection and delivery. Operating on the notion that fun + learning = smiles, BigSmileToys.com takes pride in offering only the best products, helping create a home environment for parents and children that fosters fun and learning.

For parents looking for gift ideas, and reliable information on the hottest toys and gifts this season, BigSmileToys.com is the solution many trust. Voted as best toy store in the Western Main Line for eight consecutive years and named best toy store in Chester County by Philadelphia Magazine, BigSmileToys.com carries that distinction online as is recognized as a 5 Star Featured Dealer with Amazon.com.

About

BigSmileToys

BigSmileToys.com is the online division of a Philadelphia-area retail store with more than 48 years of experience in the toy and gift business. Voted best toy store in the Western Main Line for eight consecutive years, BigSmileToys.com also has been named best toy store in Chester County by Philadelphia Magazine. BigSmileToys.com is an authorized dealer of Madame Alexander Dolls, Calico Critters, Breyer Horses, Mighty World Toys, Magformers and Playmobil Toys, to name a few. As a 5-Star Featured Dealer with Amazon.com, customer satisfaction is a priority with the company. For more information or to purchase toys, please visit www.bigsmiletoys.com.

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