

Spin Master Corp. announces appointment of Chief Marketing Officer

Industry veteran Nancy Zwiers to lead global marketing

TORONTO, Oct. 26, 2015 /CNW/ - Spin Master Corp. ("Spin Master" or "the Company") is pleased to announce that Nancy Zwiers is joining the Company as Chief Marketing Officer effective November 9, 2015.

A classically trained brand-builder at Procter & Gamble, Zwiers joined the toy industry in 1990 with Mattel, where she held a number of progressively senior positions.

Nancy takes child's play seriously. As founder and CEO of the consulting firm Funosophy Inc., Zwiers spent the past 16 years helping over 200 clients—from industry leaders to start-ups in toys, youth entertainment and interactive games—build and expand their brands. Zwiers has been a strategic thought-partner and facilitator for many industry executives and has helped in strategy development for many successful franchises. She has conducted extensive research on kids and play and has led multiple invention teams to licensing success.

Zwiers has worked with Spin Master as a consultant since 2002 and knows the Company very well. "Our values are in complete alignment," says Zwiers, "including our focus on innovation and play value. I'm excited to bring my deep brand-building experience to the Spin Master team as we work together to grow and sustain our amazing portfolio of brands."

"We are very happy and fortunate to have Nancy join Spin Master. Nancy's high energy, hands-on style and deep industry knowledge will enhance our ability to drive growth for years to come," says Ben Gadbois, Global President and COO.

About Spin Master Corp.

Spin Master is a leading global children's entertainment company that creates, designs, manufactures and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including *Bakugan*™, *Air Hogs*®, *Spin Master Games*™ and the 2015 Toy of the Year, *Zoomer*™ *Dino*. Since 2005, Spin Master has received 58 TIA Toy of The Year ("TOTY") nominations with 14 wins across a variety of product categories. Spin Master has been recognized with 11 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. Spin Master is among a limited number of companies that not only develop and produce global entertainment properties, characters and content, but also monetize that content through the creation, sale and licensing of products. To date, Spin Master has produced five television series, including 2007 hit series *Bakugan Battle Brawlers*™ and its current hit *PAW Patrol*, which is broadcast in over 160 countries and territories. Spin Master employs over 850 people globally with 15 offices in Canada, US, France, Italy, United Kingdom, Slovakia, Germany, the Netherlands, Mexico, China, Hong Kong and Japan.

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