

## Spin Master Debuts New Meccano Robots and Air Hogs Technology at CES 2016

LAS VEGAS, Jan. 5, 2016 /CNW/ - Spin Master Corp. (TSX:TOY), a leading global children's entertainment company, returns to CES, introducing additions to its popular Meccano line and launching a new user experience to the Air Hogs franchise.

"For more than twenty years, Spin Master has pushed the boundaries of innovation, creativity and fun," said Ben Gadbois, President and Chief Operating Officer, Spin Master Ltd. "The Meccano and Air Hogs products that we are debuting at CES 2016 demonstrate our passion for transforming play and encouraging children to explore toys and games that build their knowledge in the important STEM (science, technology, engineering and mathematics) space."

### Meccano Makers Bring Imagination to Life

Spin Master continues to bring innovation and excitement to the iconic Meccano brand with new technology that gives users the tools to unleash the creations they've only imagined. The maker-mentality and invention are at the heart of the Meccano brand, customization is in its DNA.

Following the Meccanoid G15 KS win at CES 2015 Last Gadget Standing, Spin Master proudly presents the Meccanoid G16 and G16 KS. The latest edition of the popular robots – that kids can build and program themselves – has evolved. Its Meccabrain now has twice the memory, more robot intelligence, faster voice recognition, fun interactive features and additional programming capability.

- Meccanoid G16 stands two feet tall; SRP \$179.99 USD\*
- Meccanoid G16 KS (that's Kid-Size) stands four feet tall; SRP \$399.99 USD\*

Dino lovers will rejoice as the Meccasaur T-Rex storms CES. This interactive, fully-programmable robotic dinosaur may look fierce, but it's really a kid's best friend: it even has a security mode to help guard their things.

- Meccasaur T-Rex; SRP \$109.99 USD\*
- Meccano Micronoid; SRP \$39.99 USD\*

For kids who want to program on a smaller scale, the Micronoids will charm, delight and engage. The three Micronoids can be programmed to dance, sing, navigate obstacle courses and interact with each other.

### Air Hogs Fly into Augmented Reality

For more than fifteen years, Spin Master Air Hogs has been synonymous with bringing innovation to remote control (RC) vehicles. With the launch of Air Hogs Connect at CES 2016, the tradition continues, melding the excitement of flight with ground-breaking augmented reality technology.

A finalist for CES 2016 Last Gadget Standing, Air Hogs Connect is a hybrid between a tangible RC toy and digital game. Players fly an actual Air Hogs Quad while engaging in missions and completing goals in the companion video game. The Air Hogs Connect universe is projected in augmented reality through the player's phone or tablet as the Air Hogs Quad interacts with the digital environment, undertaking missions and challenges such as shooting aliens, rescuing people and putting out fires.

- Spin Master Air Hogs Connect; SRP \$199.99 USD\*

Now in its third decade, Spin Master continues to be recognized for its strong commitment to investing in research, technology and talent to stay on the leading edge of play.

\*Pricing subject to change at retail launch.

### **About Spin Master Corp.**

Spin Master (TSX:TOY) 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 63 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 globally. Spin Master employs over 850 people globally with offices in Canada, United States, France, Italy, United Kingdom, Slovakia, Germany, Holland, Mexico, China, Hong Kong and Japan.

SOURCE Spin Master Corp.

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