

Spin Master Recognized at Global Equity Organization Conference

TORONTO, April 29, 2016 /CNW/ - Spin Master Ltd. ("Spin Master" or "the Company"), (TSX: TOY), a leading global children's entertainment company, has received an award for Best Use of Video Communication at the Global Equity Organization (GEO) conference in Boston earlier this week.

In July 2015, Spin Master completed an initial public offering ("IPO"). At the time, the owners and executives initiated a share plan to recognize the contributions of its long-standing employees and to align the long term interests of employees with those of the Company. Under the plan, Spin Master issued restricted share units (RSU's) to all of its employees. It was the first equity program in the company's history and one that required clear communication to more than 700 employees in 11 countries, in multiple languages.

"Spin Master has always been about its people. Their efforts have helped this company grow from three friends with a single product to one of North America's top five toy, games and entertainment companies," said Ben Gadbois, Spin Master's Global President and COO. "Creating an opportunity for employees to take direct ownership in Spin Master was an important element of our IPO," he added.

To effectively communicate both the IPO and the share plan, Spin Master, in partnership with Solium and Guidespark, developed customized videos that effectively communicated complex terms in simple, easy-to-understand language and visuals. These videos received the prestigious GEO Best Use of Video Communication award; one of only ten global awards at the conference. Spin Master is only the third Canadian company to ever receive a GEO award.

"We are honored to see our work recognized by GEO. Announcing this program to Spin Master employees was an exciting project," said Andree Briere, Vice President, Global Human Resources, Spin Master Ltd. "We pride ourselves on creating a culture fueled by creativity and talent and it was rewarding to see our employees respond so positively to the opportunity to own shares in the Company," she added.

About Spin Master

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 *Zoomer™ Dino*, *Bakugan Battle Brawlers™*, *Air Hogs®*, and 2015 Toys of The Year, *Bunchems* and *Meccanoid G15*. Since 2005, Spin Master has received 63 TIA Toy of The Year (TOTY) nominations with 16 wins across a variety of product categories. Spin Master has been recognized with 12 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 1,000 people globally with offices in Canada, United States, France, Italy, United Kingdom, Slovakia, Germany, the Netherlands, Mexico, China, Hong Kong and Japan.

SOURCE Spin Master

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