

Spin Master Mexico Grows with New Corporate Offices and Senior Appointments



TORONTO, June 7, 2016 /CNW/ - Spin Master Corp. ("Spin Master" or the "Company") (TSX: TOY), a leading global children's entertainment company, extends its presence in Mexico with a new location and expanded team.

(Logo: <http://photos.prnewswire.com/prnh/20160607/376460LOGO>)

The innovative toy, games and entertainment company recently relocated its Mexico City corporate offices to Avenida Insurgentes Sur 1070, 8TH floor, Colonia Insurgentes San Borja, Delegación Benito Juárez, Mexico City, CP 03100, Mexico. Prior to the move, the company conducted extensive research to determine the most central, accessible and secure location for its employees. In addition to providing more space for the growing team in Mexico and a new showroom, commute times have been reduced by an average of 20 per cent for all employees.

"Spin Master is now one of the top five toy companies in Mexico. We've seen tremendous growth in Mexico over the past two years and the new office and appointments are part of our commitment to expanding our presence in this important market," said Ben Gadbois, President and COO, Spin Master Ltd.

Spin Master is bolstering its Mexico team with the appointment of three executives. Jennifer Saldivar, joins the company as National Sales Manager, having previously held sales and trade marketing positions with Phillip Morris, Coca-Cola, and during last 12 years, with Mattel Mexico and a special assignment with Mattel Spain for 3 years. Alberto Arteaga, joins the company as Senior Finance Manager. He brings extensive consumer packaged goods experience to the role; he previously oversaw Supply & Commercial operations at Reckitt Benckiser, Bristol Mayer Squibb and L'Oréal. Viridiana Martinez, assumes the role of Senior Marketing Manager, having previously held marketing roles with P&G, L'Oréal & Mattel.

"Jennifer, Alberto and Viridiana's leadership, expertise and deep knowledge of both the CPG industry and the dynamic Mexican market will play an important role in growing our Mexico operations," said Carlos Salame, General Manager, Spin Master Mexico.

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, Mexico, France, Italy, United Kingdom, Slovakia, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

SOURCE Spin Master

Image with caption: "Mexico Office and Appointment- June 7th 2016 (CNW Group/Spin Master)". Image available at: http://photos.newswire.ca/images/download/20160607_C7154_PHOTO_EN_707998.jpg

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