

Vuly Trampolines Successfully Challenge Competitor Claims

Spin Master and Vuly Trampolines Acknowledge
National Advertising Division Decision on False and Misleading Advertising

TORONTO, July 25, 2016 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, and Vuly Trampolines, acknowledge The National Advertising Division (NAD) decision addressing misleading advertising and false claims made against Vuly Trampolines by one of its competitors.

"Spin Master takes great pride in promoting Vuly Trampolines to the public in a manner that is both authentic and accurate. We value The National Advertising Division's commitment to upholding a fair and level playing field for its members," said Christopher Hars, General Counsel for Spin Master Corp.

NAD found that www.TrampolineSafety.com which appeared to be operated by an independent third party was in fact owned and operated by JumpSport, a trampoline manufacturer, and that its format was misleading to consumers by not disclosing its material connection. Furthermore, the NAD found that JumpSport's testing and methodology were not reliable to support its comparative safety and performance claims or its ratings of Vuly's Thunder Trampolines, its own trampolines or any other trampolines tested. As a result, NAD recommended JumpSport and its TrampolineSafety.com website discontinue certain claims; change the format of their website; discontinue its use of unsubstantiated testimonials regarding its trampoline's safety, quality or performance; and remove the unsupported and disparaging claims about Vuly's Thunder trampoline.

NAD also concluded that JumpSport engaged in false and misleading advertising through claims made on its own website, www.JumpSport.com which were also challenged by Spin Master, distributor of Vuly Trampolines in North America. Those claims included:

- "The World's Safest Trampolines!"
- "We offer the safest highest quality trampoline available at every budget"
- "First in Safety"
- "Consumer rated number one for safety, performance & play value"

During the pendency of the proceeding, JumpSport advised NAD in writing that it permanently discontinued the claim, "Consumer rated Number one for safety, performance and play value". The NAD determined that the other claims were not puffery and, given the absence of any reliable substantiation, should be discontinued.

NAD is an investigative unit of the advertising industry's system of self-regulation. It is administered by the Council of Better Business Bureaus.

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, Bunchies 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 six 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, Czech Republic, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

SOURCE Spin Master

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