

Spin Master announces Hatch Day



October 7th date set for reveal of top-secret Hatchimals toy

TORONTO, Sept. 15, 2016 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, will unveil Hatchimals – one of the most highly-anticipated toys of 2016 – on October 7, 2016.

(Photo: <http://photos.prnewswire.com/prnh/20160915/408469>)

Spin Master's ground-breaking Hatchimals integrates the company's advanced technology in new and unexpected ways to bridge multiple play patterns. Previewed exclusively to industry at select Toy Fairs around the world earlier this year, Hatchimals is already a contender for numerous toy awards globally and has landed on top toy lists from retailers including Target, Wal-Mart, Toys 'R' Us and Kohl's. For the first time, the public will be able to see and purchase Hatchimals at major retailers and on SpinMaster.com beginning on Hatch Day, October 7 (MSRP \$59.99 USD).

To date, Spin Master has only revealed the toy's egg-shaped exterior publicly. Children, ages five and up, can select the color and species of their Hatchimal egg, but who is inside will only be revealed by holding and hatching the Hatchimal.

"Hatchimals 'come to life' from the connection with a child; the inherent nurturing play pattern initiates the experience," said James Martin, Head of Robotics Global Business Unit, Spin Master Ltd. "It is a wonderful bonding and magical experience that continues to evolve. Get ready to see who's inside on Hatch Day and get ready to be amazed."

Visit www.hatchimals.com for updates.

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 2016 Toys of The Year, Bunchems and Meccanoid G15. Since 2005, Spin Master has received 64 TIA Toy of The Year (TOTY) nominations with 18 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, Czech Republic, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

SOURCE Spin Master

Image with caption: "Spin Master's Hatchimals will be revealed to the world on October 7th, 2016. Only the loving touch and care of a child can hatch the egg and reveal who is inside. (MSRP \$59.99 USD) (CNW Group/Spin Master)". Image available at: http://photos.newswire.ca/images/download/20160915_C6873_PHOTO_EN_774595.jpg

For further information: Tara Tucker, Vice President, Global Marketing Communications, Spin Master Ltd., tarat@spinmaster.com

<https://spinmaster.mediaroom.com/2016-09-15-Spin-Master-announces-Hatch-Day>