

## Spin Master and DR1 Racing announce Air Hogs partnership



*New Air Hogs products, DR1 Micro Series sponsorship encourage young pilots to race like the pros*

TORONTO, Oct. 26, 2016 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, and DR1 Racing, the premiere global drone racing series, are proud to announce a new partnership involving the legendary Air Hogs brand of remote control vehicles. The partnership will see Air Hogs presence in all three of the DR1 Racing series in the 2016 and 2017 seasons and collaborations between the two companies to bring drone racing to the masses and help fans across the globe discover this exhilarating new sport.

(Photo: <http://photos.prnewswire.com/prnh/20161026/432862> )

### **DR1 Micro Drone Racing Series, presented by Air Hogs**

The partnership will kick off with the DR1 Micro Drone Racing Series, presented by Air Hogs, an exciting series of races that will have pilots flying a smaller class of drones (micros) through extraordinary courses. DR1 Racing will be producing the series along with Rotor Riot, a lifestyle brand that produces compelling content in and around the drone racing culture. The series will debut in 2017 on EuroSport and on Twitch.tv.

A recently announced global distribution deal between DR1 Racing and EuroSport will bring the company's three racing series to over 70 countries next year, establishing DR1 Racing as the global leader in drone racing.

"Air Hogs is the perfect brand and partner to help validate this emerging sport," says Brad Foxhoven, DR1 Racing's Founder. "We are excited about how this partnership will provide fans and aspiring pilots a way to engage with the sport."

### **Fly Like A Pro with New Air Hogs Helix Race Drone**

No stranger to innovation in the sky, Air Hogs has made it possible for young pilots to take flight for over 15 years. The brand is committed to helping those same young fans emulate the incredible pilots they see on DR1 Racing with new products designed to make it easy to get into the sport, challenge themselves and learn to race like a pro.

The beginnings of this can be seen in the Fall 2016 launch of its first toy race product, the Air Hogs Helix Race Drone (Ages 8+, SRP \$59.99), a high-speed drone for young pilots who want to learn to race. The durable drone features beginner and advanced modes, making it a perfect way for eager fans of the sport to practice.

Drone race fans can also see a new national commercial showcasing the Air Hogs Helix Race Drone airing this month. The commercial was produced in partnership with DR1 Racing and features DR1 Racing pilots to show off the product's abilities.

"Drone racing is an incredible mix of innovation and skill, with DR1 Racing highlighting the very best of both," says Conor Forkan, Vice President Marketing and Product Development, RC Global Business Unit, Spin Master Ltd. "This is an ideal partnership as both DR1 and Air Hogs are excited to grow the sport and bring in new pilots at all levels. We are committed to supporting drone racing in a big way and to making drone racing the sport of the future."

### **Drone Racing Takes Off**

Drone racing has seen a rapid uptake in countries around the world with pilots and viewers alike hooked on the fast action of

the skills-based sport. Racing through obstacles on epic tracks with first-person view drones, pilots experience the adrenaline rush of an extreme high-speed sport without the risk of injury, taking their fans along for an amazing ride. For Air Hogs, pioneers in remote control flight, drone racing allows their fans to get one step closer to being in the cockpit.

DR1 Racing is a leading and innovative drone racing league committed to bringing its professional pilots, amateurs and fans the absolute best and most adrenaline-fueled drone racing experiences in the world. As the sport has developed global recognition, DR1 has shone a light on the incredible pilots who are leading the way. The new partnership will see both brands further showcase these successful pilots through the new *Air Hogs Move of the Racereplay*, which will be seen in all DR1 Racing broadcasts through the 2017 season.

In addition to the current race series partnerships, Air Hogs and DR1 Racing are collaborating to make it easier than ever for consumers to get involved in drone racing. Fans can expect to see more innovative products to come from Air Hogs that will continue to stay true to the brand's history while moving into this exciting new era of flight.

#### **Media Assets**

The national commercial can be viewed at <https://youtu.be/LotOoS3Pgmo>.

#### **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.

#### **About DR1**

DR1 is a world-class drone racing organization that combines the best pilots, drones, and locations into one high-octane sports league. Based in Los Angeles, California, DR1 organizes, produces and broadcasts drone races on a global scale through a partnership with EuroSport reaching over 70 countries worldwide. The DR1 Invitational held several industry "firsts" including being the first drone race to be shown on network television (Discovery and Science Channels), streamed online through Twitch.tv, and involving several major brand sponsors such as Mountain Dew, Doritos, Amp Energy, Air Hogs, and Buffalo Wild Wings. In support of the drone racing culture, DR1 also produces the Off the Radar digital series, and live/streaming shows such as Drone Center, Flight Test, and Drone Tech. More information can be found at [www.DR1Racing.tv](http://www.DR1Racing.tv)

SOURCE Spin Master Corp.

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