

Spin Master Recognized for Innovation at the 2017 Toy of the Year Awards



Collects Three Awards Including Innovative Toy of the Year for Hatchimals

NEW YORK, NY, Feb. 18, 2017 /CNW/ -- Spin Master Corp. (TSX:TOY) - a leading children's entertainment company - has been recognized with three Toy of the Year (TOTY) Awards at the North American International Toy Fair in New York City.

Continuing Spin Master's legacy of industry recognition for innovative toys and following nine nominations across eight categories, Spin Master received three TOTYs: Innovative Toy of the Year for Hatchimals; Vehicle of the Year - Star Wars X-Wing vs. Death Star, Rebel Assault branded Air Hogs and License of the Year for PAW Patrol.

"At Spin Master, we are innovators, continually pushing the boundaries of creativity and fun," said Ben Gadbois, Global President & COO. "This has been an exceptional year for the company and it is an incredible honor to have our work recognized by the industry with 3 TOTY awards."

This year's awards follow Spin Master's 2016 wins for Innovative Toy of the Year with Meccano Meccanoid 2.0 and Bunchems, awarded Activity Toy of the Year.

To date, Spin Master has received 82 Toy of the Year nominations, and won 21 TOTYs across all categories, including 13 nominations for Innovative Toy of the Year - more than any of its competitors.

In January of this year at the UK Toy Industry Awards, Spin Master was awarded Toy of the Year for Hatchimals, Pre-School Toy of the Year for the PAW Patrol PAW Patroller and License of the Year for PAW Patrol.

About Spin Master Corp.

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 2017 Toys of the Year, Hatchimals, Air Hogs and PAW Patrol. Since 2005, Spin Master has received 82 TIA Toy of The Year (TOTY) nominations with 21 wins across a variety of product categories. Spin Master has been recognized with 13 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.



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