

Spin Master Recognized as an Iconic Canadian Brand by Interbrand Canada for Canada 150

TORONTO, June 29, 2017 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, is honoured to be recognized by Interbrand Canada as one of the 150 companies, organizations and institutions that make us authentically Canadian. To showcase the influence and impact of Canadian brands in honour of Canada 150, Interbrand Canada has released "The Interbrand 150: Iconic Canadian Brands Report: Our Time to Grow."



In its report, Interbrand Canada included Spin Master as an iconic company, with a 23-year history which continues to play a vital role in Canadians' lives. From beer to banks, to sports and entertainment, retailers and our government institutions, this report celebrates and honours all things Canadian, and considers why Canadians embrace these brands with such pride and affection.

"For over 20 years, Spin Master has dedicated itself to pushing the boundaries of innovation, creativity and fun, while encouraging ideas from talent in Canada and around the globe," said Ben Gadbois, Spin Master's Global President and COO. "We have seen exceptional results, fuelled by globally recognized brands such as Hatchimals, Zoomer, Meccano, Air Hogs and PAW Patrol. We are proud to be recognized by Interbrand Canada, alongside other notable brands."

"As we note a significant milestone in our country's history, we reflect on who we are, where we've come from, and what we stand for," said Carolyn Ray, Managing Director, Interbrand Canada. "But this is also an opportunity to consider the vital role that brands, and the people supporting them, play in our lives. We congratulate all the organizations noted in this report and celebrate everything they have done to build strong Canadian brands, today and into the future."

For the full report and methodology please visit: www.interbrand.ca

About Spin Master

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Meccano®, 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, including 13 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. To date, Spin Master has produced six television series, including 2007 success Bakugan Battle Brawlers and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,500 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

About Interbrand Canada

Headquartered in Toronto, Ontario, Interbrand Canada combines 17 years of local knowledge with global insights to help businesses of all sizes, from emerging to business going global - grow. We believe that growth is achieved when an organization has a clear strategy and delivers exceptional customer experiences. Interbrand publishes publisher of the highly influential annual [Best Global Brands](#) and [Breakthrough Brands](#) reports, Webby Award-winning [brandchannel](#), and [The Interbrand 150: Iconic Canadian Brands Report](#) for Canada's 150th. For more information, please visit us at Interbrand.ca and follow us on [Twitter](#) (@InterbrandCDN) and [Instagram](#) (@InterbrandCDN).

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