

Spin Master inspires creativity on Etch A Sketch Day with the iconic Etch A Sketch Classic, and two new launches, the Etch A Sketch Freestyle and Etch A Sketch Joystick

TORONTO, July 12, 2017 /CNW/ - Spin Master Corp. (TSX:TOY), a leading global children's entertainment company, is excited to celebrate Etch A Sketch Day as the classic red-framed drawing toy is celebrating 57 years on July 12, 2017. In addition to the iconic Etch A Sketch Classic, Spin Master continues to inspire creativity by introducing two new products, the Etch A Sketch Freestyle and Etch A Sketch Joystick.



Spin Master acquired Etch A Sketch in 2016 and honored the day the first Etch A Sketch was sold by setting a brand new GUINNESS WORLD RECORDS title for *Most People Drawing on an Etch A Sketch Globally at the Same Time*. To celebrate Etch A Sketch Day in 2017, Spin Master will be capturing shakes globally and encouraging fans to upload a video and #ShakeYourEtch. Each video will count as a shake on the global shake counter hosted on EtchASketch.com. Fans can also celebrate in Time Square, New York City from 10 A.M. to 2 P.M. where The Amazing Etch Man, Christoph Brown, one of the world's leading Etch A Sketch artists will be showcasing his artistic abilities.

"We're proud to celebrate Etch A Sketch Day on July 12 as this classic brand has been a household name for more than 50 years and continues to inspire imagination," said Ben Gadbois, Spin Master's Global President and COO. "Etch A Sketch is a cross-generational, timeless toy that is very relevant today even without connectivity. There is a sense of accomplishment that comes with mastering your drawing, and we continue to encourage creativity and artistic expression through our new launches."

With the release of two new models Spin Master has infused new innovation, the Etch A Sketch Freestyle featuring Boogie Board™ technology includes a convenient stylus that's easy to grip and move and includes double-sided stampers to add creative designs and doodles. The Etch A Sketch Joystick upholds the same magic as the Classic with one easy-to-use joystick that swivels 360 degrees and is ideal for younger artists.

"With the launch of the Etch A Sketch Freestyle, and Etch A Sketch Joystick we've maintained the beloved shake-to-erase feature while adding newness and innovation," said Arlene Biran, Spin Master's VP of Marketing Activities. "We continue to stay true to the iconic Etch A Sketch Classic by encouraging fine motor skills and hand eye coordination through drawing loops, lines, circles and entirely unique designs."

Spin Master has also released a free app, Etch A Sketch IT! which is available July 12 for download on the Apple Store and Google Play. The app allows users to take and upload photos so they can be transformed into a retro Etch A Sketch line drawing, and promotes creativity by allowing users to create unique designs while using the classic white knobs. The Etch A Sketch Freestyle launches exclusively on Etch A Sketch Day, and Etch A Sketch Joystick joins the iconic red-framed family this Fall.

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.

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