

Spin Master and Feld Entertainment Inc. Announce a Decade Long Brand Partnership

Spin Master Expands Portfolio with new Monster Jam® Licensing Agreement

TORONTO, July 27, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, today announced a licensing partnership with Feld Entertainment Inc. (www.feldentertainment.com) as the new worldwide master toy partner for Monster Jam®, the most accessible and family-friendly sport in the world today, delivering edge-of-your-seat, adrenaline-charged excitement. The 10-year licensing partnership begins in 2019 and significantly expands Spin Master's efforts to continuously push the boundaries of innovation, creativity and fun.



Monster Jam produces over 400 events each year across five continents to millions of families in attendance. Its broadcasts of live events reach millions on the FOX Sports family of networks in addition to their digital reach. The Monster Jam franchise includes a wide range of toys and products featuring well known, larger-than-life intellectual property like: Grave Digger®, Max-D™, Megalodon®, Monster Mutt® and El Toro Loco®.

"Monster Jam is a compelling global brand led by an extraordinarily talented group of individuals," said Ronnen Harary, Spin Master's Co-Chief Executive Officer. "We are very excited about our long-term partnership and welcome the Monster Jam brand into the Spin Master portfolio with exciting product offerings that stimulate play beyond the performances their fans know and love."

"This decade-long brand partnership with Spin Master will grow the Monster Jam toy line exponentially, engaging new and current fans, while reinforcing the Monster Jam franchise as one of the most exciting and fastest growing in all of motorsports," noted Kenneth Feld, Chief Executive Officer, Feld Entertainment. "Together our companies are perfectly aligned to uplift and inspire children through the everyday play of Monster Jam."

The Monster Jam portfolio includes a wide range of toys and products to create extended play opportunities for kids that will continue to grow with the support of Spin Master's global research and development network and innovative marketing.

"Spin Master has been built on the success of our strategic partnerships, and we seek to combine our strength in innovation with Monster Jam's larger than life experiences," said Ben Gadbois, Spin Master's Global President and COO. "Feld Entertainment is a true leader in bringing experiences to life that capture the imagination of kids globally. As we continue to diversify our product offering, this long-term Monster Jam licensing partnership will provide us a significant recurring revenue base, which we will use as a catalyst for innovation in the die-cast and vehicles categories and to continue to grow internationally."

As a category-leading, 365-day-a-year brand, Monster Jam lives beyond the stadium and arena walls. From television and toys to merchandise and content, Monster Jam is in fans' lives as a brand they love and can engage in various ways. Bringing Spin Master's marketing and innovation resources into this category presents a great opportunity for further development and global expansion.

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 2000, Spin Master has received 83 TIA Toy of The Year (TOTY) nominations with 25 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 Feld Entertainment, Inc.

Feld Entertainment® is the worldwide leader in producing and presenting live touring family entertainment experiences that uplift the human spirit and bring people together. With millions of people in attendance at its shows each year, Feld Entertainment's productions have appeared in more than 75 countries and on six continents to date and include Monster Jam®, Monster Energy Supercross, AMSOIL Arenacross, Disney On Ice, Disney Live! and Marvel Universe LIVE! More information about Feld Entertainment is available online at www.feldentertainment.com.

SOURCE Spin Master Corp.

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