

The Zhu-Universe Comes to Life with New Interactive ZhuZhu Pets Toys and Accessories

Smart Technology Provides Endless Play Opportunities with the Ultimate ZhuZhu Pets Experience

TORONTO, Aug. 8, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), the leading global children's entertainment company, is excited to bring the World of ZhuZhu Pets (www.zhuzhupets.com) to life with new and interactive ZhuZhu Pets products and accessories for a whole new world of Zhu play. ZhuZhu Pets are an unpredictable, crazy and silly interactive product that can really move! The smart technology in each Zhu creates endless play opportunities, allowing kids to connect and create a loveable bond with their Zhu just like a real pet. Spin Master is also thrilled to announce a day dedicated to these Zhu-tastic furry friends – ZhusDay, on Aug. 8, will take place nationally and allow fans to adopt their own ZhuZhu Pets for the very first time!



"ZhuZhu Pets is an important brand for Spin Master given its past success, high consumer awareness and opportunities for innovation," said Ben Gadbois Spin Master's Global President and COO. "As we further develop and enhance the technology, we look forward to creating many memorable moments for kids on ZhusDay and beyond."

The cute and colorful hamsters feature increased playability with three modes of play, including: Explore, Nurture and a secret unlock mode – Dance! With a simple push of the button located on their back, the Zhu will scurry around using a motion sensor in their nose to navigate and avoid any obstacles. Zhu fans will be delighted to recognize several of the characters from the *ZhuZhus*, an animated series produced in partnership between Nelvana and Cepia LLC. featuring Pipsqueak, Num Nums, Chunk and Mr. Squiggles.

New accessories create endless play opportunities for kids to interact with their ZhuZhu Pet, including ZhuZhu Pets Adventure Ball, ZhuZhu Pets Wheel and Tunnel and ZhuZhu Pets Hamster House Playset with prices ranging from \$9.99 to \$29.99 USD. ZhuZhu Pets, for ages 4+, are available now at all major retailers.

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.



SOURCE Spin Master

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