

Spin Master Announces the Second Annual Hatchimals Day

New Extension of the Holiday 2016 Must-Have Toy Holds a Very Special Surprise

TORONTO, Sept. 5, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading children's entertainment company, announced today the next innovation in the Hatchimals® Franchise, Hatchimals Surprise™, which has fans guessing Who Will You Hatch™ next?



Since the global launch of Hatchimals in 2016, "HatchiFans" have been captivated and enchanted by these magical creatures that deliver a true, interactive hatching experience for kids. Hailing from Hatchtopia, Hatchimals Surprise are different from any Hatchimals seen before. Children can look forward to a wonderful bonding experience that continues to evolve featuring new eggs, a new hatching process, new species to meet and a BIG surprise on Hatchimals Day, Friday, Oct. 6.

Hatchimals Surprise is already a contender for numerous toy awards, following the successful debut of Hatchimals in 2016, while Hatchimals Glittering Garden continues to sparkle on shelves. The public will be able to guess the surprise of this newest iteration in the Hatchimals franchise before they are made available at major retailers and on www.spinmaster.com beginning on Hatchimals Day, Oct. 6 (MSRP \$69.99 USD).

"We've seen a tremendous response to the Hatchimals brand globally, and we continue to see success with the recent introduction of Hatchimals Colleggtibles," said Ben Gadbois, Spin Master's Global President and COO. "As we continue to deliver on our innovation pipeline, we are proud to announce our second annual Hatchimals Day on Oct. 6 when we will introduce a whole new way of hatching for children across the globe."

Pre-order will be available beginning Sept. 18 across all major retailers. Visit www.hatchimals.com for updates.

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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