

Spin Master Continues Global Expansion Announcing New Office in Poland

TORONTO, Oct. 2, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, announced further expansion in Central Eastern Europe (CEE) with a new Sales and Marketing office in Warsaw, Poland.



Pavol Vano has been appointed to the new role of CEE General Manager of Spin Master, reporting directly to Hedley Barnes, General Manager Spin Master Northern Europe. Mr. Vano will be based in Prague and oversee sales and marketing activities in Poland, Czech Republic, Slovakia, Hungary and Romania. Centralized European Operations and Finance functions will remain in Bratislava, Slovakia.

Spin Master, according to NPD data, is the #4 largest global toy, games and entertainment company. The Company's brands include Bakugan, Meccano, and 2017 Toys of the Year: Hatchimals, Air Hogs and PAW Patrol. In addition, Spin Master Entertainment writes and produces the top rated preschool series, PAW Patrol, which is broadcast in over 160 countries and territories globally.

"Spin Master has established a strong foundation in Central Eastern Europe and we're confident that with the new office in Warsaw, new leadership in the region and our strong and innovative portfolio, we will continue to build a powerful presence in the market," said Ben Gadbois, Spin Master's President and COO. "The new office in Poland further demonstrates our commitment to international growth by opening new markets, leveraging our current geographic footprint through new channels of distribution and increasing sales with our existing distributors."

Direct distribution includes toy specialists: Smyk, TRU, hypermarkets Carrefour. Developing additional relationships in Poland is the next step of the Polish market expansion. The traditional trade business is managed through top wholesalers: M&Z, Euro TRADE, Rekman, and NAVO Orbico - Libra (including exclusive distribution for: Kinetic Sand, Spy Gear and Chubby Puppies).

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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