

Spin Master Unveils its Biggest Secret Yet with Hatchimals Surprise

New Hatchimals Surprise Brings Double the Fun

TORONTO, Oct. 6, 2017 /CNW/ - Spin Master Corp. (TSX: TOY; www.spinmaster.com), a leading children's entertainment company, is celebrating its second annual Hatchimals Day with the release of the highly anticipated, Hatchimals Surprise™ (www.hatchimals.com). Hatchimals Surprise features new eggs, a new hatching process and new species. Like the original Hatchimals launched in 2016, kids can care for the egg and guess who's inside! They can't hatch without your love, and when your Hatchimals is ready to hatch, the big surprise is revealed...it's TWINS!



"We saw millions of successful hatches around the world last year, delivering a magical hatching experience for kids and their families," said James Martin, Senior Vice President, Robotics. "With the launch of Hatchimals Surprise, we are delivering everything the original Hatchimals did and more. The early response has been incredible, and we're excited to celebrate our second annual Hatchimals Day."

Hatchimals Surprise come in two adorable species of creatures – Giravens and Peacats – each with their own unique personality. Kids will need to nurture each Hatchimal with love in order to help it hatch and then through interactive play will help their creatures progress from baby, to toddler, to kid. Best of all, the twins love spending time together and they can recognize one another – including telling secrets, playing games and dancing – creating endless play opportunities for kids.

"Since the global launch of Hatchimals, we've seen a tremendous response from fans globally and we are thrilled to expand the world of Hatchimals through strong story telling, and one of a kind product offerings," said Ben Gadbois, Spin Master's Global President and COO. "Innovation is a key growth strategy for Spin Master. We are constantly driving innovation across our entire portfolio of brands. The launch of Hatchimals Surprise is a great example of our global, collaborative innovation process."

HatchiFans and newcomers alike can experience a whole new hatch with its unique blend of anticipation, surprise, wonder and magic on Hatchimals Day, October 6, 2017, offering a fun experience for kids and families (recommended for children 5+). Available for purchase, Hatchimals Surprise (MSRP: \$69.99) also features exclusive species available at your favorite 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 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.



SOURCE Spin Master

For further information: Media and Other: Tara Tucker, Vice President, Global Marketing Communications,
mediarelations@spinmaster.com

<https://spinmaster.mediaroom.com/2017-10-06-Spin-Master-Unveils-its-Biggest-Secret-Yet-with-Hatchimals-Surprise>