

Spin Master Partners with Moonlite Creator Natalie Rebot to Bring Bedtime Stories to Life

Popular Developer's Storybook Projector for Mobile Phones on Store Shelves November 5, 2017

TORONTO, Nov. 2, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, announced today the global licensing partnership with Moonlite (www.moonlite.world/) entrepreneur Natalie Rebot to bring her popular Kickstarter campaign to life and onto retail shelves beginning November 5, 2017.



Inspired by her daughter's love of shadow play before bedtime, mother and former Google veteran Natalie Rebot created Moonlite™, a children's story book projector that attaches to almost any mobile phone and uses the flashlight of the phone to project vibrant story images onto the ceiling or wall. Moonlite brings storybooks to life with a modern twist on traditional storytelling that makes reading a fun and memorable event for both children and parents.

Rebot launched her initial prototype and concept on Kickstarter.com where funding goals were surpassed ten-fold, with more than 40 million views to date on the product's original video. As a result, Moonlite caught the attention of retailers, celebrities, receptive mothers and Spin Master who embraced the partnership.

"This synergistic partnership is a direct reflection of the entrepreneurial and innovative spirit we strive to convey at Spin Master, and we are thrilled to partner with the Moonlite team on this brilliant concept," said Anton Rabie, Spin Master's Co-Chief Executive Officer and Co-Founder. "Moonlite has true potential to support the publishing market on a global scale as it's designed to bridge the gap between traditional and digital books through a magical storytelling experience that fuels your child's imagination."

Since joining forces with Spin Master, Moonlite developed partnerships with renowned publishers including HarperCollins, Randomhouse, Hachette and Simon & Schuster, bringing top titles to the platform, including: "Goodnight Moon," "Wherever You Go," "Where is Baby's Belly Button," "Curious George," "Chicka Chicka Boom Boom" and more.

"When our team first saw Moonlite, the magic was undeniable as it truly brings bedtime storytelling to a whole new level," said Jon Levy, Chief Toy Buyer, CEO and Co-Founder, Mastermind Toys. "Mastermind Toys is excited to partner with Moonlite and Spin Master as the exclusive Canadian retailer this holiday season."

"Bedtime stories have always been a special bonding moment for parent and child, and as a mom I'm excited to bring this new way of storytelling to life with Moonlite," said Founder Natalie Rebot. "It's been an incredible journey as we start to fulfill orders, and hit retail shelves this holiday season. The support and enthusiasm has been tremendous."

Moonlite starter packs are available at retail for \$29.99 and the app is available for download in both the Apple Store and Google Play Store. Simply attach Moonlite to your phone, pop in a story reel, open the Moonlite app and begin projecting your favorite story. For more information on Moonlite, avid readers and parents can visit www.mymoonlite.com

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.

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