

Spin Master's Interactive Baby Doll Luvabella Wins Industry Awards and Holiday Recognition

Luvabella Named One of the Seasons' Top Toys and Receives Retailer Credentials

TORONTO, Dec. 19, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com) a leading children's entertainment company, launched the most advanced and realistic baby doll yet, Luvabella™ which was touted well before it hit shelves as being a "must-have" toy and has since received accolades from customers and consumers and several prestigious awards.



The first doll of its kind, Luvabella is a technological breakthrough, using advanced animatronic technology to provide hundreds of lifelike expressions and interactive responses. Her reactions are unpredictable so that children become immersed in the imaginative experience of nurturing a real baby girl or boy.

"At Spin Master we look for opportunities to provide disruptive innovation," said Ben Gadbois, Spin Master's Global President and COO. "Luvabella is an excellent example of our continuous drive and focus to capture children's imagination. We are thrilled with the response, and see exciting opportunities to further build the Luvabella franchise in 2018."

Luvabella has been nominated for several prestigious awards, including the coveted Toy Of The Year (TOTY) nomination in the Doll Category. Additional awards include: Techlicious Best of Toy Fair Award, Dr. Toy Awards (Best High Tech Product), Parent's Best Toys of 2017, PAL Award, The National Parenting Centre Seal of Approval, The Toy Insider Holiday Gift Guide (Top Tech 12), TTPM Most Wanted (Animatronics Category), Today's Parent – Best Toys for Preschoolers 2017, and Target's 2017 Top Toy List.

Luvabella is recommended for children 4+ and is available for purchase both online and in-stores for a suggested retail price of \$99.99. Check your favorite retailer such as Walmart, Target and Toys R Us for availability. A boy version of the doll, Luvabeau, is also available exclusively at Toys "R" Us.

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 92 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

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