

Spin Master Reveals Its Own Surprise with Announcement of 2018 Collectibles Line Up

TORONTO, Jan. 29, 2018 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, is expanding its already successful line of collectibles with new characters, seasons and brands.



According to the NPD Group, collectibles have been a leader of growth in the toy industry, primarily driven by blind packs. The NPD Group attributes a portion of the 14% category growth in 2017 to the international popularity of *Hatchimals COLLEGGtibles*. *Hatchimals COLLEGGtibles* launched in May 2017 and the line was expanded in December with the launch of Season 2. The brand continues to offer exciting new extensions at low price points with positive momentum heading into the 2018 launch of Season 3.

"Spin Master is at the forefront of the collectibles trend," said Ben Gadbois, Spin Master's Global President and COO. "Through innovation, compelling characters and strong storytelling, we continue to push the boundaries to develop unique ideas. In 2018 we are launching new themes within our globally recognized *Hatchimals COLLEGGtibles* line, and we are excited with the recent launch of *Flush Force* and *Tech Deck Dudes*."

Flush Force creatures come from deep inside the bowels of Flushville and have been mutated by toxic sludge. With 150 to collect, kids can now start their own gross gang of Flushies. To reveal whether they have a common, rare or ultra-rare figure under the toilet seat, all they must do is fill the toilet's tank with water, shake it up and peel away the toilet cover. They may get a little wet while shaking, but that's half the fun!

Tech Deck Dudes are a gnarly squad of collectible mini skaters rolling in from the awesome city of Dudesburg, a ridiculous place filled with even more ridiculous characters. With grungy style, cool personalities, and fierce smiles, *Tech Deck Dudes* are ready to hit the skate park. This line of collectibles is character driven with each *Tech Deck Dude* belonging to their own crew. From the Brainy Bunch, to the Ninja Squad to the Ghost Gang, there are 11 crews and more than 70 *Tech Deck Dudes* to collect in Series 1.

To extend the entertainment value beyond the reveal, episodes are available on Youtube for [Hatchimals COLLEGGtibles](http://www.spinmaster.com) and [Flush Force](http://www.spinmaster.com). Kids can hang with "Team Hatch" and further explore Hatchtopia while learning more about the common, rare and ultra-rare characters within COLLEGGtibles Season 2. Beginning February 22, kids will be in for some wild, flushing action as the *Flush Force* characters burst out of the toilet in search of hilarious adventures.

Hatchimals COLLEGGtibles (MSRP: \$2.99 - \$19.99), *Flush Force* (MSRP: \$2.99 - \$19.99) and *Tech Deck Dudes* (MSRP: \$2.99 - \$9.99) are available now at retailers nationwide. For more information, visit www.SpinMaster.com.

*Source: The NPD Group/U.S. Retail Tracking Service/Dollar sales

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.



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