

Spin Master Continues Legacy of Disruptive Innovation with 2018 Product Portfolio

Award-Winning Children's Entertainment Company Attends the North American International Toy Fair to Showcase Diverse Portfolio of Brands and Products

TORONTO, Feb. 16, 2017 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, is set to reveal its most diverse portfolio of innovative toys, games, products and entertainment properties portfolio at the upcoming North American International Toy Fair in New York City from February 17 to February 20, 2018.



"Spin Master is at the forefront of trends and we are consistently infusing innovation into our portfolio of brands and products," said Ben Gadbois, Spin Master's President and COO. "Through unique storytelling and both internal and inventor inspired products, we continue to encourage imagination and delight kids globally. We are excited to reveal our 2018 product launches at Toy Fair, an event that truly embodies our values rooted in innovation, creativity and fun."

Continuing Spin Master's legacy of industry recognition for innovative toys and breakthrough leadership, the company has received nine nominations for the upcoming Toy of the Year (TOTY) Awards and five nominations for the Women in Toys (WIT) Awards along with the prestigious Elise Lachowyn Mentorship Award.

Play Beyond the Surprise

The element of surprise is universally appealing and a key factor in creating 'WOW' moments. *Hatchimals®* launched in 2016, and continues to take the world by storm. Arriving this August is *Hatchimals Mystery™* – the fourth 'Hatch Batch' that lets you discover the ultimate mystery from four entirely unique *Hatchimals*. For an even bigger reveal, the *Hatchimals* family is expanding for its third annual Hatchimals Day. Who's inside? It's a surprise! Spin Master also introduces *Fuggler®*, the strange monster doll that generates excitement with its unpredictable personality and toothy grin.

Although surprises are key in building anticipation and surprise, the focus will shift more to the loving bonds and sense of exploration after the reveal. With the desire for entertainment to be all-encompassing in daily activities, brands will start to truly surround kids with play and entertainment opportunities both on and offline. Whether that be in the form of Webisodes, such as those currently offered for *Flush Force™* and *Hatchimals ColLEGGtibles®*, or through various playset scenes, such as the *Tech Deck Dudes™* skateboard parks and concrete jungles, toys are transforming into lifestyle platforms.

You'll also see an increase in the features of collectibles. *Hatchimals ColLEGGtibles®* Season 4 will glow. That's right – glow! All they need is a little bit of light to shine bright like a diamond. *Twisty Petz™* will serve as a fashion statement on your wrist but then twist to form unique pet figurines for play wherever you go.

- **Hatchimals Mystery™** allows you to hatch and discover the ultimate mystery. In previous hatch batches, you were able to choose between Pengualas™ and Draggles™ to hatch and care for, but which Penguala or Draggles was still a surprise. Now, with *Hatchimals Mystery*, there are four entirely unique *Hatchimals* you could hatch out of one egg. Each character has new snuggly fur and can't wait to meet you! **Age: 5+, MSRP: \$59.99 USD**
- **Fuggler®** offers over 40 unique characters to collect. Each 9 inch *Fuggler* character features a unique toothy smile or grimace, eyes, materials and a signature button hole. Discover rare chase characters by checking for a golden button hole on the back. Each box also includes an adoption certificate, which means that there's a *Fuggler* out there for everyone, adopt at your own risk. **Age: 4+, MSRP: \$14.99 USD**
- **Flush Force™** will have you flushing out the weird creatures that start climbing up your toilet. Using new flush-to-reveal technology, kids can find hilarious collectible characters called *Flushies™*. Fill the toilet's tank with water and shake. If the water changes color, you've got a rare character. **Age: 4+, MSRP: \$2.99 USD and up**
- **Tech Deck Dudes™** is the only authentic, miniature replica line of action sports toys and collectibles, featuring real graphics from the world's biggest and most coveted skateboarding brands including: *Primitive, Element, Plan B, Enjoi, Toy*

Machine, Baker, and many more. The *Tech Deck®* portfolio includes the core 96mm boards, BMX bikes as well as a variety of modular ramps that allow both existing fans and new users to show off their skills, creative style and expression when replicating their favorite skate tricks! **Age: 5+, MSRP: \$2.99 USD and up**

- **Hatchimals COLLEGGtibles® Season 4** allows you to Hatch Bright; there has been an EGG-clipse in Hatchtopia and when the sun goes down, the *Hatchimals* really shine. With over 80 characters to hatch and collect, place your *Hatchimal* on a light and they'll shine bright. **Age: 5+, MSRP: \$2.99 USD and up**
- **Twisty Petz™** are cute collectibles that transform from adorable animals into beautiful bracelets with a simple twist. Featuring beautiful gem details and sparkling finishes these stylin' bling bracelets are the perfect fashion statement. Simply twist your bracelet back to your pet friend to bring your *Twisty Pet* back to life. There are so many *Twisty Petz* to collect including Limited Edition Fuzzy in the Three Pack. Wear as a bracelet, necklace or put them on your backpack for the perfect bling accessory. **Age: 4+, MSRP: \$5.99 USD (single pack); \$14.99 USD (three pack)**

Speed

Every moment counts and the need for instant gratification is something we are seeing more and more. For the everyday maker, *Rusty Rivets Tigerbot* allows kids to create an authentic replica of their favorite character from *Rusty Rivets*. Kids can use the easy-to-build set to assemble before quickly speeding off to the next adventure! Within the *Cool Maker* portfolio, *KumiKreator* allows fashion-forward kids to make their own unique bracelets with increased expertise and speed each time. And for *Croc 'n' Roll*, active preschoolers will be dodging and speeding away from the goofy crocodile in no time. With two variable speeds, colored lily pads to jump on, and guard rails to prevent the unpredictable croc ball from rolling away, this game will surely keep kids on the tips of their toes.

- **Rusty Rivets™ Tigerbot™** offers an easy-to-build, hands-on set that lets preschoolers build an authentic replica of their favorite character from *Rusty Rivets™*. Pull back on *Tigerbot's* silver fur and his eyes will light up as jaw opens, letting out a bellowing roar! *Tigerbot* is part of the *Build Me Rivet System* that lets kids combine *Tigerbot* with their other favorite *Rusty Rivets* characters, such as *Botasaur™* and *Botarilla™* (sold separately). **Age: 3+, MSRP: \$24.99 USD**
- **Cool Maker™ KumiKreator™** is a breakthrough way to braid beautiful friendship bracelets right before your eyes! Inspired by "Kumihimo," the Japanese technique of braiding cords and beads, the *KumiKreator* makes creating beautiful fashion bracelets easy and fun to do! Load the colorful ready to use spools into the machine, spin and create in minutes. The *KumiKreator* creates up to 10 unique bracelet designs without a single knot needed. Customize and finish off your bracelet with stylish clasps. Wear, stack, or trade your Kumi bracelets with your BFFs! **Age: 8+, MSRP: \$29.99 USD**
- **Croc 'n' Roll™** is the up and active pre-school game that has kids three to six years play keep-away from a goofy crocodile. With two variable speeds, colored lily pads to jump on, and guard rails to prevent the unpredictable croc ball from rolling away, kids will be hopping and jumping around for hours. Jump around from one lily pad to the other and avoid the unpredictable Croc that is chasing you. Be the last player with the most Lily pads in the swamp and you win! **Age: 3+, MSRP: \$19.99 USD**

Stepping Up the Level of Interaction

From dolls, to dogs to board games, we will see an increased level of interaction between kids and their beloved toys. Launched last year, *Luvabella™* and *Luvabeau™* are continuing to push forward and break boundaries as the most realistic baby dolls on the market. Whether they are showing their affection with heart-warming expressions, joyful giggles, or the new snuggle mode, they engage with whoever is playing with them. The same goes for *Zoomer® Playful Pup™*, the most expressive robotic dog on the market. Similar to a real puppy, he walks, scampers, shakes and pounces and adapts to a voice recognition system that gives kids the chance to heighten their level of interaction over time. Packed full with technology, *Boxer™* incorporates artificial intelligence that comes to life immediately and features a lively personality that evolves over time.

There has also been a noticeable uptick in toys that kids can fully master and control, empowering them to refine their skills and reach their full potential. *Air Hogs® Supernova* is controlled with the power of your hands through maneuvers that range from simple to complex. *Air Hogs® Extreme Air Board™* is controlled through a remote, and lets players experience the thrill of extreme sports. *Shredderz™* enables the same sense of exploration but for rock 'n' roll music, offering the only line of musical toys that gives kids the confidence to become a rock star right out of the box, with no experience required.

Taking children's imaginations to the next level to foster a deeper sense of play is essential. *PAW Patrol Ultimate Fire Truck Playset™* does this by positioning the children as the heroes of the story by letting them reach new heights and save the day. *Soggy Doggy®* lets you heighten your sense of play no matter what time it is – in this case, bath time! Players' race around the board washing *Soggy Doggy*, but must beware of his insistent shaking. *Moonlite™* fosters a newfound level of interaction by allowing kids to experience bedtime stories in a way they have never experienced them before. And with *Kinetic Sand Beach Sand Kingdom™* and *Pimple Pete™*, texture becomes the focus as kids immerse themselves in play.

- **Luvabella™/ Luvabeau™** are the most lifelike and lovable baby dolls on the market. Only they can show affection with

heart-warming expressions and the new snuggle mode. From their first word to their joyful giggles, every child will be mesmerized by the thrill of discovery. Children can care, nurture, and play with *Luvabella/ Luvabeau* with the doll's interactive accessories. The more kids play and care for them, the more they learn, just like a real baby sibling. **Age: 4+, MSRP: \$99.99 USD**

- **Zoomer® Playful Pup™** is the most realistic, expressive and adorable robotic dog yet. *Zoomer Playful Pup* is full of personality. Just like a real puppy he walks, scampers, shakes, pounces and plays. Voice recognition allows you to give your *Zoomer Playful Pup* his very own name and unlock more features to discover. Train him to perform tricks, roll over and much more. **Age: 5+, MSRP: \$99.99 USD**
- **Boxer™** features a lively personality with dynamic moods that evolve over time. He has tons of play right out of the box with his many features including game cards, ball accessory, IR remote control as well as interactivity through gesture, sound, and touch controls. The *Boxer* app will allow for extended play with additional games that can be unlocked the more you play as well as video tutorials that teach users how to interact with *Boxer* to maximize his potential. **Age 6+, MSRP: \$79.99 USD**
- **Air Hogs® Supernova** lets you step into the future and control it with the power of your hands. Master over 30 moves and nine Super Tricks, perfecting maneuvers that range from simple to complex. Equipped with an intelligent on-board system, it has five motion sensitive sensors and an interactive LED light core that responds and reacts to you. With a few waves of your hands, different gestures will let you perform amazing tricks. **Age: 8+, MSRP: \$39.99 USD**
- **Air Hog Extreme® Air Board™** is an exciting remote control flying product that lets you experience the thrill of extreme sports. With two methods of flight, you can transform from a stunt boarder to paraglider for extreme sports action. Catch big air as a paraglider and perform three different high-flying tricks like the cyclone, or carve through the skies as a stunt boarder, performing three additional stunts like the extreme 360° barrel roll. *Extreme Air Board* comes equipped with Flight Assist Technology such as auto take-off, height lock, and auto-land for easy flying so you can spend your time mastering epic tricks. **Age: 8+, MSRP: \$39.99 USD**
- **Shredderz™** is the only line of musical toys that lets you sound like an instant rockstar right out of the box, no experience required. Ranging from guitars with two pre-programmed songs, four unique ways to play, and six different shapes and styles to choose from, to a set of drums that you can beat to the rhythm, there's no shortage of rockstar fun to be had. **Age: 8+, MSRP: \$24.99 USD and up**
- **PAW Patrol® Ultimate Fire Truck Playset™** Go on even bigger, action-packed rescues with Marshall and the whole PAW Patrol team on the all-new Ultimate Rescue Fire Truck! The biggest PAW Patrol team vehicle holding all six pups, the Ultimate Rescue Fire Truck is fully loaded for sky-high rescues. Featuring flashing lights, real fire truck sounds, and equipped with a ladder that extends two feet, once in the sky, the pups can use the high-speed triple water launcher to save the day. The Fire Truck is also equipped with a working claw for extended reach and a hose to put out fires! Stored inside the Ultimate Rescue Fire Truck, the mini fire cart is always ready for mobile missions. Simply open the door to launch to your next adventure! **Age: 3+, MSRP: \$59.99 USD**
- **Soggy Doggy®** is the showering, shaking, doggy bathing game. Players race around the board washing *Soggy Doggy*, but watch out, he loves to shake! If he shakes on your turn, go back to the basket and start over. Be the first player to make it around the board to the doggy basket to win. **Age: 4+, MSRP: \$19.99 USD**
- **Moonlite™ Gift Pack** comes with 4 story reels from *The Little Golden Books series* and one bonus *Sago Mini story reel*. Introduce your child to the classics from *The Little Golden Books series*, and encourage a love of reading that will last a lifetime! *Moonlite* is for newborns, babies, toddlers, kids, and adults who love to read. No batteries required. Compatible with most major Android and iOS devices. **Age 3+, MSRP: \$39.99 USD**
- **Kinetic Sand® Beach Sand Kingdom™** brings the fun of beach home! The set includes 3 lbs of Kinetic beach sand that molds & feels just like wet sand from the beach, but never dries out! This all-in-one playset includes everything you need to create amazing sand castles, including 8 molds & tools and a built-in play space that doubles as storage. **Age: 3+, MSRP: \$19.99 USD**
- **Dr. Pimple Popper™** lets you help Pimple Pete pop his pesky pimples while avoiding erupting the mega-zit. Once all the pimples are loaded and the mega-zit plunger is filled with water (or any other form of liquid), players take turns spinning the spinner. The spinner determines where to pop the zit – chin, left cheek, right cheek, or forehead. Pop any pimple on that part of the face, but be careful when you pop! Too much pressure and the mega-zit will explode. **Age: 5+, MSRP: \$19.99 USD**

Media and influencers are invited to visit **Spin Master** at the **North American International Toy Fair 2018, Booth #1635** to see these products first hand.

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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