

Spin Master Continues International Expansion with Direct Operations in Russia, Switzerland, Austria and Greece

TORONTO, July 10, 2018 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, announced further expansion in Europe as part of the company's international growth strategy and will be selling directly to leading retailers in Russia, Switzerland, Austria and Greece in 2019.

"International expansion is a core growth strategy for Spin Master and Europe has been an important source of growth for us over the past several years," said Ben Gadbois, Spin Master's President and COO. "We are taking a measured approach in the execution of our international expansion. Russia, Switzerland, Austria and Greece represent important market penetration opportunities supporting our long-term goal to significantly increase our scale outside of North America."

Spin Master has formed a Russian subsidiary, Spin Master Rus LLC and will begin direct distribution in early 2019. Overseeing sales and marketing activities will be Andrey Savchenko, General Manager, Russia. Spin Master's Russian operation will be based in Moscow.

Spin Master will service the Swiss and Austrian markets and the Greek market directly through existing offices in Germany and Italy, respectively.

"Our growing global recognition has enabled us to attract and secure top local talent with deep knowledge of the children's toy and entertainment industries in each of our new territories - setting Spin Master up for continued success." said Anton Rabie, Spin Master's Co-CEO.

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®*, *Erector®* by *Meccano®*, *Hatchimals®*, *Air Hogs®* and *PAW Patrol®*. Since 2000, Spin Master has received 96 TIA Toy of The Year (TOTY) nominations with 28 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 1,600 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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