

Spin Master Leverages an Emerging Trend with the Addition of Fuggler to its Brand Portfolio

Funny, ugly monsters contribute to Spin Master's global growth strategy

TORONTO, July 13, 2018 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, announced the acquisition of the rights to *Fuggler*, one of the world's most unique line of collectible plush dolls.

As part of its innovation led growth strategy, Spin Master continually scours the market to identify emerging trends and new opportunities. Having originated in the UK, the funny, ugly *Fuggler* monsters began to gain a cult following due to their quirky and off-beat nature. Each character features a unique toothy smile or grimace, eyes and a signature butt-on hole. Their imperfectly perfect look and mischievous expressions are irresistible.

There are more than 50 unique *Fuggler* characters to collect, available in 9 or 12-inch sizes. Rare characters can be discovered by checking for glow-in-the dark teeth and eyes. Fugglers are available now at Target, GameStop and Hot Topic as well as additional specialty retailers for a target MSRP of \$14.99 USD to \$24.99 USD.

"Seizing upon opportunities such as *Fuggler*, that leverage our competitive strengths and brand portfolio, are a key part of our overall growth strategy. We look to build innovative brands that resonate emotionally, have strong global brand appeal and differentiation," said Ben Gadbois, Spin Master's Global President and COO. "We found the unconventional appeal of *Fuggler* inherently innovative and aligned with our mission to push the boundaries of innovation, creativity and fun. *Fuggler* will benefit from our global distribution infrastructure and world-class team who will create more disruptive ways for *Fuggler* to connect with the consumer."

To learn more about *Fuggler*, visit fuggler.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 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 1,500 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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