

Kids Pick PAW Patrol, Hatchimals, KumiKreator and Air Hogs Supernova as Walmart's Top Picks for Holiday

TORONTO, Sept. 5, 2018 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading children's entertainment company, announced today that four of its toys have been named to [Walmart's Top Rated by Kids List](#) for the 2018 holiday season. Hundreds of kids chose PAW Patrol Ultimate Rescue Fire Truck, Air Hogs Supernova, KumiKreator by Cool Maker and the most EGG-citing new addition to the Hatchimals family (launching on the third annual Hatchimals Day, October 5th) as their top picks for the holiday.



Walmart held its annual Top Rated by Kids toy event this summer in Arkansas. The top 40 toys were picked by kids of all ages and all backgrounds.

"We strive to continually innovate and bring to market toys that inspire, delight and WOW kids," said Ben Gadbois, Spin Master's President & COO. "There are no better judges to determine the hottest toys for kids, than kids themselves, which is what makes having four Spin Master brands picked for Walmart's Top Rated by Kids list such an honor."

On September 8th, Walmart will host the first National Play Day. Kids in more than 1,500 stores will enjoy the opportunity to play with the top toys, pose for pictures and take-home giveaways. Walmart will continue to create experiences for kids by hosting test demos.

PAW Patrol is one of the top-ranking pre-school properties and now kids will have the chance to re-enact some of the "ultimate rescues" they see on the screen in real life. The PAW Patrol Ultimate Rescue Fire Truck is the biggest PAW Patrol team vehicle ever produced and is fully loaded for sky-high rescues. Recommended for ages three and up, the Fire Truck features flashing lights, real fire truck sounds, and is 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.

Kids and adults who have a passion for tech, will have a ball of fun with Air Hogs Supernova, Spin Master's first motion-controlled drone. Equipped with an intelligent onboard system, it has five motion sensitive sensors and an interactive LED light core that responds and reacts to hand movements. The player can master over 30 moves and nine Super-Tricks.

KumiKreator from Cool Maker helps the mini fashionista create unique friendship bracelet with the twist of a handle. Load the colorful spools into the machine, spin, and create in minutes. The KumiKreator creates up to 10 unique bracelet designs without a single knot needed.

The Hatchimals family is EGG-spanding! This year, the brand is promising even more surprises than ever before. You'll have to wait until Hatchimals Day, October 5, to see who YOU will hatch!

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 has 29 offices and employs over 1,700 people globally in Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

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