

Spin Master Reveals Details of the Most-anticipated Hatchimals Launch to Date

New HatchiBabies will be Unveiled on Hatchimals Day Oct. 5

TORONTO, Sept. 26, 2018 /CNW/ - Spin Master Ltd. (TSX: TOY; www.spinmaster.com), a leading global children's entertainment company shares that the successful Hatchimals® family is expecting a new addition on Oct. 5, with the arrival of *HatchiBabies*™. To celebrate, the third annual Hatchimals Day is set to be the biggest and most surprise filled yet!



Hatchimals is welcoming its newest arrival by creating a larger than life version of Hatchtopia at the famous Los Angeles shopping destination, The Grove. The magical recreation is filled with fun for the entire family, including the pop-up Hatchery Nursery, where you will be some of the first to meet the *HatchiBabies*. The experience will also include interactive photo booths, Hatchimals-themed activities, and *HatchiBabies*-inspired installations. Hatchtopia at The Grove will be open to the public starting on Friday, Oct. 5 to Sunday, Oct. 7 from 10 a.m. to close daily. Hatchifans can order *HatchiBabies* on the spot from the exclusive on-site retailer Target.

Two of Nickelodeon's biggest stars from *Knight Squad*, Daniella Perkins and Lilimar, will report live from the Hatchery Nursery on Hatchimals Day (Friday, Oct. 5). Those who can't make it can tune into [Nickelodeon's Facebook Page](#) to learn about the *HatchiBabies* species from the ultimate hosts; it will be just like you are there!

Not in LA, don't worry—*HatchiBabies* will be available across the country!

- Meet Walmart's 'Top Rated by Kids' pick *HatchiBabies* Oct. 5 available at Walmart stores online and across the country. Insider's tip, check out the "Koalabee" exclusive to Walmart.
- Hatchimals is teaming up with Amazon Treasure Truck to help *HatchiBabies* find new homes. A fleet of 28 trucks across 25 cities will hit the ground on Hatchimals Day (Friday, Oct. 5) delivering egg-citement across the country.
- *HatchiBabies* will also receive a special welcome in the GH Lab in Mall of America, a 2,800 square foot pop-up featuring products that get the iconic Good Housekeeping Seal. Guests who visit the pop-up will be able to make a purchase on-site via Amazon SmileCodes.
- Visit a Barnes & Noble on Saturday, Oct. 6 for a *HatchiBabies* & *ColLEGGTibles*™ in-store event featuring live hatching, a play area, product giveaway, and lots more *HatchiBabies* fun.

The biggest surprises of all come from *HatchiBabies*—you won't know if you are hatching a boy or girl until the big day, in addition to many more extraordinary secrets and new play experiences that are in store.

"We are relentless about making the best products and continuing to push the boundaries of innovation, creativity, and fun," said James Martin, Spin Master's Senior Vice President, Robotics Global Business Unit. "The product design and innovation teams more than delivered with the new Hatchimals *HatchiBabies*, which are already receiving recognition from top retailers such as Walmart and Target."

HatchiBabies are available for pre-order at online retailers across the country, including Target.com, Walmart.com, and Amazon.com, and will officially be in-stores on Hatchimals Day, Friday, Oct. 5 (MSRP \$59.99 USD). To learn more about Hatchimals please visit:

[Website: www.hatchimals.com](http://www.hatchimals.com)

[YouTube: Hatch Club](#)

[Instagram: @Hatchimals](#)

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 28 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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