

Spin Master Celebrates Third Annual Hatchimals Day with the Arrival of All-New HatchiBabies

The magic of Hatchtopia is brought to life in the biggest way yet through nationwide events

TORONTO, Oct. 4, 2018 /CNW/ - Spin Master Ltd. (TSX: TOY; www.spinmaster.com), a leading global children's entertainment company, kicked off celebrations for the third annual Hatchimals Day, Oct. 5, by revealing the latest members of the Hatchimals® family, the *HatchiBabies™*, on "The Ellen DeGeneres Show". An iconic promoter of kindness and love, Ellen was the perfect person to announce the arrival of the new *HatchiBabies* to the world.



Discovering if you have hatched a boy or a girl is just the beginning of the surprises inside the egg. Just like real babies, they respond to being fed, burped, tickled and snuggled. *HatchiBabies* can even learn to talk and play games like "find my toes" and "bouncy baby"! For the first time ever, HatchiFans will find hidden accessories inside the iconic egg including a rattle, hairbrush, bottle and cuddle buddy, to help care for the *HatchiBabies*. Each *HatchiBaby* also comes with a high chair and birth certificate. With big color-changing eyes, beaks that move and fun accessories these forever babies are sure to be a hit for those on your shopping list this upcoming holiday season.

"*HatchiBabies* are filled with new surprises and play elements that we are excited to share with fans across the world this Hatchimals Day and holiday season," said James Martin, Spin Master's Senior Vice President, Robotics Global Business Unit. "We are proud of the continued enthusiasm from our HatchiFans and look forward to seeing them welcome the latest addition to the Hatchimals family."

HatchiBaby fever is spreading across the nation with events to celebrate the third annual Hatchimals Day. Fans can visit the new arrivals at a larger-than-life version of Hatchtopia at the famous Los Angeles shopping destination, The Grove. Packed with activities and fun for the entire family – including a Hatchery Nursery created especially for the *HatchiBabies* – Hatchtopia is open to the public starting on Friday, Oct. 5 to Sunday, Oct. 7 from 10 a.m. to close daily. Two of *Nickelodeon's* biggest stars from "Knight Squad," Daniella Perkins and Lilimar, will be reporting live from the Hatchery Nursery on Hatchimals Day (Friday, Oct. 5) as the *HatchiBabies* are hatched live. HatchiFans everywhere can tune into [Nickelodeon's Facebook Page](#) to learn about the new *HatchiBabies* from the ultimate hosts.

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

- Hatchimals is teaming up with Amazon's Treasure Truck to help *HatchiBabies* find new homes on Hatchimals Day (Oct. 5), delivering egg-citement in select cities.
- Meet Walmart's 'Top Rated by Kids' pick *HatchiBabies* on Oct. 5, available at Walmart stores online and across the country. Insider's tip, check out the "Koalabee" exclusive to Walmart.
- *HatchiBabies* will also receive a special welcome on Hatchimals Day 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.

Already named on top holiday lists from Target and Walmart, *HatchiBabies* are now available online and in-store at retailers across the country, including Target.com, Walmart.com and Amazon.com (MSRP \$59.99 USD). To learn more about Hatchimals please visit:

Website: www.hatchimals.com

YouTube: www.youtube.com/Hatchimals

Instagram: [@Hatchimals](https://www.instagram.com/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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