

Spin Master Releases Playful Pup, Most Realistic Pet From Zoomer Line

A technologically advanced and adorable robotic dog that can perform more than 20 tricks

TORONTO, Oct. 18, 2018 /CNW/ - Spin Master Ltd. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, announces the newest innovation to its robotic line – Zoomer Playful Pup. Full of life and personality, this interactive dog can walk, bounce, pounce and play.



Zoomer Playful Pup is adorable on the outside and innovative on the inside, featuring the most advanced and sophisticated voice recognition technology in the Zoomer portfolio. Just like a real puppy, Playful Pup responds to a child's touch as they pet, tickle and give belly rubs. Playful Pups eyes are expressive so children will know exactly how their pup is feeling.

"Zoomer continues to expand traditional play patterns and offer technological advancements, supporting our mission to push the boundaries of innovation, creativity and fun," said James Martin, SVP Robotics Global Business Unit.

Children can personalize play even further by giving their Playful Pup its own name and watching the pup respond when called. In addition, each pup can perform more than 20 tricks, including shake a paw, take a bow and roll over. This adorable pup also walks, bounces and snuggles. Children can reward Zoomer Playful Pup with a belly rub and experience pure puppy joy!

Zoomer Playful Pup is recommended for children ages 5+ and is now available for purchase for \$99 USD at retailers nationwide. Visit www.zoomerworld.com for more information.

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.

SOURCE Spin Master

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