

Spin Master Surpasses 100 Toy of the Year Nominations as the Toy Association Unveils 2019 Finalists

TORONTO, Nov. 12, 2018 /CNW/ - Spin Master Corp. (TSX: TOY; www.spinmaster.com), a leading global children's entertainment company, received seven nominations for the 2019 Toy of the Year Awards (TOTY), bringing the total TOTY nominations the company has received to date, to 103.



Organized by The Toy Association, the TOTY Awards are known as the "Oscars" of the toy industry. Continuing Spin Master's legacy of industry recognition for its innovative portfolio of brands and products, Spin Master received seven TOTY nominations across six categories: License of the Year – *Hatchimals*, Collectible Toy of the Year – *Twisty Petz*, Vehicle Toy of the Year – *PAW Patrol Ultimate Rescue Fire Truck*, Creative Toy of the Year – *Cool Maker KumiKreator*, Plush of the Year – *GUND Flora the Bunny* and Specialty Toy of the Year – *Marbles Otrio* and *GUND Super Pusheenicorn*. This year's nominations follow Spin Master's three TOTY wins in 2018.

"We are honored to have received seven nominations for the 2019 Toy of the Year Awards," said Ben Gadbois, Spin Master's President and COO. "The 103 TOTY nominations we have received over the years, reflects our commitment to delivering unique play experiences that push the boundaries of innovation and fun."

In addition to the TOTY's, Spin Master's recent global industry recognition includes: Property/Franchise of the Year by the German chapter of the International Licensing Industry Merchandisers' Association (LIMA) for *PAW Patrol*, the Innovation Toy of the Year Award from the Finnish Toy Association for *Air Hogs*, three Grand Prix du Jouet Awards, from Revue du Jouet in France for *KumiKreator* (Arts & Crafts), *Boxer* (Robotics) and *Luvabella* (Interactive Doll) and Revue du Jouet's highest honor, Toy of the Year, for *Luvabella*.

The toy, game and licensing winners of the 2019 TOTY Awards will be unveiled by The Toy Association on February 15. The celebration kicks off the [116th North American International Toy Fair](#) taking place from Feb. 16-19, in which Spin Master is set to showcase its most diverse product portfolio yet.

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 103 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 1,700 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

For further information: MEDIA: Tammy Smitham, VP Communications & CSR, mediarelations@spinmaster.com

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