

Spin Master Announces Three-Year Toy Licensing Agreement for DC

New Partnership gives Spin Master the rights to the iconic DC brand in the Boy's Action category and feature film releases beginning Spring 2020

TORONTO, Dec. 21, 2018 /CNW/ - Spin Master Corp. (TSX:TOY; www.spinmaster.com), a leading global children's entertainment company, announced today that it has entered into a three-year global licensing agreement with Warner Bros. Consumer Products (WBCP). Beginning Spring 2020, Spin Master will be a new toy licensee for DC in the boy's action category, remote control and robotic vehicles, water toys and games and puzzles.



"Partnering with an iconic brand like DC is a major milestone for Spin Master and is part of our strategy to invest in successful licenses to further grow and diversify our business," said Ben Gadbois, Spin Master's Global President and COO. "Children everywhere have been entertained and inspired by DC Super Heroes™ and Super-Villains™ for more than 80 years and we're honoured to be a part of that storytelling and imagined play. We are looking forward to bringing Spin Master's renowned innovation to the toy line and to sharing more details about this exciting partnership in the new year."

Spin Master continues to build a strong portfolio of licensed products, including its 10-year licensing partnership with FELD Entertainment as the worldwide master toy partner and the soon to be launched line of *Monster Jam*® trucks. Spin Master was recently recognized for its leadership in licensing by *Kidscreen*, who named Spin Master #1 in Licensing on the 2018 Hot 50 Companies ranking.

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. To date, Spin Master has produced nine 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.

ABOUT DC

Home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash), DC Vertigo (Sandman, Fables) and MAD, DC is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and WarnerMedia. DC works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC is the largest English-language publisher of comics in the world.

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SOURCE Spin Master

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