

Spin Master Creates Off The Hook™ Customizable Fashion Dolls Fit for the Runway

Off The Hook™ Doll Line Includes Mix and Match Fashions and Accessories
with Endless Ways to Style and Play

TORONTO, Jan. 24, 2019 /CNW/ - Spin Master Corp. (TSX: TOY; www.spinmaster.com), a leading children's entertainment company, is launching a new line of fashion dolls and accessories called Off The Hook™, inspired by glamorous mannequins who are ready to come alive for a day at the beach, a night at the concert or making memories at the spring dance.



Each of the six mannequin dolls can be completely styled from head to toe with mix and match hairstyles, tops, bottoms, shoes and accessories with easy, hook-together fashions. Every Off The Hook™ doll comes wearing a seriously cool outfit from one of three must have fashion collections - Concert Collection, Summer Vacay Collection and Spring Dance Collection.

"Off The Hook is the ultimate doll brand that inspires children to create fashion styles that are as unique and stylish as they are," said Catherine Demas, Vice President Marketing Girls Toys. "By creating a fun miniature world that champions individuality, creativity, and imagination, the Off The Hook experience encourages self-expression through imaginative play. Everything from the mannequin doll's head to toe can be customized and mixed and matched, allowing endless possibilities of stylish fashions and fun."

Fashionistas can nail their look with these stylish fashion-themed toys:

- **Off The Hook™ Style Doll:** Meet Mila, Jenni, Vivian, Alexis, Naia, and Brooklyn—the oh-so-glam mannequin girls with surprise fashions that are off the hook! Easily mix and match fashion pieces to create unique fashion forward looks.
- **Off The Hook™ BFFs:** Introducing Best Fashion Friends (BFFs) with off-the-hook style. Mix up the colorful trendy fashions to create unique looks. Kids can get style inspiration in the full-color outfit lookbook included and can reveal four surprise accessories in every package.
- **Off The Hook™ Style Studio:** Mix and match endless outfit options with a wardrobe that is off-the-hook. Chic fashion pieces can hang on double rods that can hold up to five tops and five bottoms. Favorite handbags, sunglasses, and more can be displayed on colorful shelves. And no closet is complete without a place for your shoe and hat collection. Includes 17 pieces and a doll.

With over 30 different looks from the six mannequin dolls – Vivian, Jenni, Alexis, Naia, Brooklyn, and Mila and over 175 individual fashions and accessories, kids will have hours of inspiration and fun creating unique fashion styles from head to toe. Each item in the Off The Hook line also comes with mystery shopping bags to unbox even more stylish surprises! Off The Hook products are recommended for children age 5+ and available at all major retailers for a MSRP of \$7.99-\$19.99. To learn more, fashionistas can visit www.offthehookdolls.com and follow @spinmastersparkclub #OffTheHookStyle #OffTheHookDolls on Instagram and YouTube.

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 eight 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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For further information: MEDIA CONTACT: Tammy Smitham, VP of Global Communications and CSR,
mediarelations@spinmaster.com

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