

Spin Master Unleashes New Brawling Action with Season Two of Bakugan®: Armored Alliance™

TORONTO, March 2, 2020 /CNW/ - **Spin Master Corp.** (TSX: TOY; www.spinmaster.com), a leading global children's entertainment company, announces the launch of "*Bakugan: Armored Alliance*", the second season of the popular anime series, part of the global brawling franchise complete with innovative toy line, card game and mobile app.



Produced by Spin Master Entertainment, season two of the anime adventure series launched in the United States on Cartoon Network on Sunday, March 1, 2020. "*Bakugan: Armored Alliance*" follows the adventures of Dan Kouzo and his best friends, the first kids on Earth, to bond with the mysterious alien creatures known as Bakugan. Dan and the gang have saved not one, but two planets and they aren't settling down anytime soon. In season two, the awesome Brawlers and their Bakugan will encounter new friends, new Bakugan and new Baku-Gear to battle rivals as well as foes.

"*Bakugan: Armored Alliance* promises to bring bigger battles as the brawlers find themselves in uncharted territories," says Jennifer Dodge, Executive Vice President, Spin Master Entertainment and Producer of the show. "*Bakugan* is a global franchise that comes to life across multiple platforms; incredible Japanese-anime entertainment, combined with new toy technology that lends itself to heightened strategic play with digital content and influencer groundswell delivering the battling excitement to fans."

Bakugan's resurgence has unleashed a fury of brawlers, culminating this year with the launch of the Bakugan Secret Battle League, a series of epic battles that will take place over the course of the year between some of the biggest *Bakugan* influencers in the world. Four influencer families: [Ninja Kidz TV](#), [ExtremeToys TV](#), [Kids Fun TV](#) and [ZZ Kids TV](#), will take turns competing in face-to-face *Bakugan* battles at a series of industry expos and organized play tournaments that will be shared on their channels as well as the [Bakugan Official YouTube Channel](#).

In conjunction with "*Bakugan: Armored Alliance*", Spin Master has unveiled expanded offerings to the *Bakugan* toy line and card game. Brawlers can power up their play with the all new *Bakugan Ultra Ball with Baku-Gear™*. Featuring a dynamic magnet-activated transformation, these collectible accessories plus up Bakugan for enhanced battling gameplay. In the fall, the collection will expand with *Bakugan Dragonoid Infinity™*, a large-scale figure that transforms just like the ultimate fusion infinity from the show. Kids can also experience the ultimate toy battling with *Bakugan Premium Arena™*, a deluxe play arena with storage and epic elements for new ways to battle and brawl.

The *Bakugan* mobile app is on the iTunes® application program and Google Play™ store. Updated with new features, characters and game play for season two, the app allows fans to learn, battle and track their collection in the ultimate *Bakugan* fan hub through several interactive features. Fans can refine their skills and Bakugan knowledge through tutorial videos, the latest news and information about the TV series, characters and webisodes and a mobile mini game where fans can battle, win and unlock more *Bakugan*.

For more information please visit BAKUGAN.com.

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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 110 TIA Toy of The Year (TOTY) nominations with 30 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 the relaunched Bakugan: Battle Planet and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,600 people in countries around the world including 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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