

Spin Master Helps Fill Need for Personal Protection Equipment for Front-Line Healthcare Workers Producing Face Shields from Popular Game Hedbanz™

TORONTO, April 13, 2020 /CNW/ - Spin Master Corp. ("Spin Master" or the "Company") (TSX:TOY, www.spinmaster.com) a leading global children's entertainment company, is helping to fill the need for personal protection equipment (PPE) for front-line healthcare workers in the fight against Covid-19, producing face shields from the popular family guessing game *Hedbanz*.



With a long history of giving back to the community, Spin Master employees wanted to find a way to help with the growing need for PPE for front-line healthcare workers. With the urgent task at hand, the Company's product development team came up with an ingenious solution in just three days. Using existing headbands from the *Hedbanz* game, along with plastic (polyethylene terephthalate or PET) inserts, the team created a prototype face shield for healthcare workers.

Partnering with suppliers in Mexico, Spin Master produced 5,000 units that arrived at five hospitals in Ontario last week, where they were desperately needed, including Mount Sinai and Michael Garron Hospital.

"So many front-line healthcare workers are risking their lives and spending tireless hours away from their families to help those suffering from COVID-19. Together, with our employees, we felt compelled to lend our resources and support their amazing efforts first locally, and eventually expanding more broadly in North America and globally," said Ronnen Harary, Co-CEO of Spin Master.

The Company is now producing more than 10,000 face shields daily that will be shipped to wherever they are most needed across North America. The shields, while not medical-grade, have been individually packed in a sanitary environment and offer support for those on the front lines.

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 1,800 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.

SOURCE Spin Master

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