

## Spin Master and Universal Announce Licensing Agreement for a Preschool Line Inspired by the Jurassic World Franchise from Universal Pictures and Amblin Entertainment

TORONTO, Sept. 29, 2026 /CNW/ -- Spin Master Corp. today announced a toy licensing agreement with Universal for a preschool toy line inspired by the Jurassic World franchise from Universal Pictures and Amblin Entertainment. Designed for dinosaur-loving kids ages 2–5, the collection will open a playful gateway into the *Jurassic World* universe, bringing colossal action-packed adventure down to size for young dinosaur fans through humor, discovery and age-appropriate play.



Spin Master's toy collection will feature roarsome dinosaurs, hands-on discovery and imaginative storytelling for first-time explorers. Blending excitement and adventure, the line is designed with preschoolers' developmental needs and natural play patterns in mind, helping them feel capable, confident and part of the action while exploring their fascination with dinosaurs and the prehistoric world.

"A preschool collection inspired by the iconic *Jurassic World* franchise opens the door for the youngest fans to experience the wonder of dinosaurs in a way that's built just for them," said Doug Wadleigh, Spin Master's President of Toys. "The collection introduces dinosaur-driven action play with a touch of humor and open-ended discovery, giving young fans the chance to interact with dinosaurs in an expressive and approachable way."

"*Jurassic World* has captivated generations of fans by bringing the wonder, excitement and adventure of dinosaurs to life, and we're thrilled to collaborate with Spin Master to create toys designed specifically for our youngest explorers," said Rafa Macias, EVP, Global Consumer Products & Games, Universal Destinations & Experiences.

Under the global agreement, excluding China and Japan, Spin Master will develop a broad range of preschool toys, expected to launch in 2028 at major retailers.

This newest license joins a growing lineup of Universal franchises within Spin Master's portfolio, including *Gabby's Dollhouse*, *How to Train Your Dragon*, *Wicked: For Good*, the 2026 Toy of the Year award-winning *Jurassic World Primal Hatch* interactive toy, the viral *Hatchin' Yoshi* egg, and the upcoming launch of the Hellbreak™ trading card game, further building on the companies' longstanding relationship.

### About the JURASSIC WORLD Franchise

From Universal Pictures and Amblin Entertainment, *Jurassic World* immerses audiences of all ages in a new era of wonder and thrills where dinosaurs and humankind must learn to coexist. *Jurassic World* is more than a film franchise. At every turn, this \$6 billion film series delivers a larger-than-life destination for exploration, discovery, and epic adventure. Dinosaurs live again and they live in *Jurassic World*.

### About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company, creating exceptional play experiences across its three creative centres: Toys, Entertainment and Digital Games. With worldwide toy distribution, Spin Master is best known for award-winning brands including PAW Patrol®, Melissa & Doug®, Bakugan® and Rubik's® Cube, and is the global toy licensee for other iconic properties. Through its in-house entertainment studio, the company creates and produces captivating multiplatform content including powerhouse preschool franchise *PAW Patrol*, along with other original shows, short-form series and feature films. With an established presence in digital games anchored by Toca Boca® and Piknik™, Spin Master engages close to 60 million active users monthly in open-ended, creative and safe play. With 29 offices spanning nearly 20 countries, Spin Master employs close to 2,500 team members globally.

### About Universal Consumer Products & Games

Universal Consumer Products & Games (UCPG) brings NBCUniversal's iconic characters, stories and franchises into fans' everyday lives through innovative consumer products, games and digital experiences. Working with world-class licensees,

retailers and strategic partners around the globe, UCPG creates products and experiences across toys, collectibles, apparel, publishing, home, lifestyle, video games and emerging digital platforms. Its diverse portfolio includes beloved properties from Universal Pictures, Illumination, DreamWorks Animation, Focus Features, Peacock and NBC. UCPG is a line of business within Universal Destination & Experiences' Franchise, Products & Partnerships team.

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