

Spin Master's Hellbreak™ Trading Card Game Adds Paramount Pictures to Its Monster Universe

Hellbreak TCG's first card set to launch January 2027, featuring iconic characters from "A Quiet Place", "Sleepy Hollow" and "Smile"

TORONTO, Oct. 22, 2026 /CNW/ -- Spin Master's highly anticipated *Hellbreak* trading card game (TCG) continues to expand its monster universe, today announcing the addition of Paramount Pictures to the lineup. The collaboration will further heighten gameplay by introducing legendary horror properties from their expansive Paramount Scares portfolio, including "A Quiet Place", "Sleepy Hollow" and "Smile".



Launching January 2027, the inaugural *Hellbreak* card set boasts a robust lineup of more than 200 cards and will prominently feature seven distinct properties, including monsters and settings from Universal Pictures, Paramount Pictures and Horror Inc. Fans and collectors can anticipate dynamic cards showcasing the Death Angels from the sci-fi horror hit "A Quiet Place", the Headless Horseman from the gothic classic "Sleepy Hollow," and the entity from the psychological thriller "Smile", bringing all the chills to the monster sandbox.

"We've set out to create an unprecedented lineup of horror IP for *Hellbreak* to deliver a trading card game experience like no other," said Doug Wadleigh, Spin Master's President, Toys. "Adding Paramount Pictures' deep catalogue of terrifying monsters will elevate the gameplay experience and we're eager to see how players use these iconic characters when building their decks."

Developed in collaboration with Ghost Galaxy, *Hellbreak* TCG features legendary monsters clashing in brutal head-to-head battles. The first card set will be released January 2027 at game and hobby shops, as well as on Amazon. Following the launch of the inaugural set, *Hellbreak* TCG will introduce new characters from a wide range of studios in future expansions, including previously announced AMC Global Media, Blumhouse and Lionsgate as well as creative cornerstone partner Universal Pictures.

More information regarding the *Hellbreak* TCG can be found at www.hellbreakgame.com.

The three-movie "A Quiet Place" franchise, "Sleepy Hollow" and "Smile" are available to buy or rent in 4K Ultra-HD on select digital platforms from Paramount Pictures.

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 Paramount Scares

Before Rosemary had her baby, before Jason arrived at Camp Crystal Lake, and before Ghostface asked "Do you like scary movies?", Paramount Pictures has been there to scare. Paramount Scares is a dedicated brand from Paramount Pictures, a flagship division of Skydance (NYSE: SKYD) that showcases more than a century of iconic chills and thrills and super-serves fans all year round as a horror community hub. Through online, theatrical, and live events, Paramount Scares connects with audiences and creates a space where all fans--from the newly curious to the deeply devoted--feel seen, celebrated, and part of

the exciting and ever-evolving horror genre.



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