

TOP TOYS HOLIDAY 2020



For more information or high-resolution images, please contact:

Tammy Smitham | VP, Communications and CSR

Caleigh Anthony | Director, Global Communications

Lauren Colt | Public Relations Specialist

mediarelations@spinmaster.com | spinmaster@coynepr.com



At Spin Master, we're always pushing the boundaries of innovation, inspiring play and delivering fun. This holiday season, we're excited to introduce new toys and surprising extensions of existing favorites that are sure to be at the top of wish lists this year.

With a rich history of disruptive innovation and a breadth of product offerings, Spin Master continues to be at the forefront of trends, leading the industry on a mission to make life more fun!



**SEE WHERE IMAGINATION
CAN TAKE US!**

spinmaster.com   @spinmaster

TABLE OF CONTENTS



Sweet Stocking Stuffers4-5



Nice List Contenders6-7



Creative Outlets8-9



IRL Entertainment10-11



Playful Playsets12-13

Twisty Girlz
Age 4+ / SRP \$9.99



Transform cute stylish girls into a trendy bracelet and back again. Each come with a hidden pet that transforms into an adorable ring. The pet also features a leash to connect the ring to the bracelet.

Twisty Beauty
Age 4+ / SRP \$6.99



Transforms from pet to bracelet and back again with a sample twist! Pop open the body bead to discover makeup surprises like body glitter, perfume, lip gloss and nail decals.

Hatchimals COLLEGGtibles Cosmic Candy
Age 5+ / SRP \$2.99 - \$19.99



A brand new treat to collect; part cosmic and part candy, all cuteness! With an amazing new way to hatch, peel off the heart to find a hint as to who is hidden inside. Over 12 exciting features like fuzzy, glow in the dark, iridescent or even gummy.

Hatchimals Pixies Cosmic Candy
Age 5+ / SRP \$9.99



These super stylish Hatchimals Pixies have a unique look, with outfits and accessories inspired by marshmallows, cotton candy, donuts and more! And, for the first time, each Cosmic Candy Pixie comes with a matching exclusive COLLEGGtible! There are four Cosmic Candy mystery features to discover: glow-in-the-dark, fuzzy, iridescent and gummy; and even more surprises: two accessories, a whole new hatch and a reusable egg!

SWEET STOCKING STUFFERS

Good things come in small packages with these items perfect for the collectors, accessorizers and brawlers on your list.



Hatchimals Pixies Riders
Age 5+ / SRP \$14.99



Ride into adventure with five unique Pixies and their ponies. The packaging becomes a playset for even more fun. Discover character features like glitter and fuzzy.

Bakugan Ultra Ball with Baku-Gear
Age 6+ / SRP \$12.99



Amp up battling power by dropping the Baku-Gear on top of the exclusive Bakugan Ultra and watch it transform with epic POP-open action!

Bakugan Core Ball with Faction Fusion
Age 6+ / SRP \$6.99



Bakugans merge to form a hybrid Bakugan with Faction Fusion. Gaining the power of both Bakugans, the Core Balls with faction fusion amplify each Bakugan's abilities, making them stronger and ready to BRAWL.

Tech Deck Single Pack Fingerboard
Age 6+ / SRP \$2.99



Real boards. Real graphics. Real stunts. Pull off epic tricks with Tech Deck's authentic fingerboards!

NICE LIST CONTENDERS

The must-haves of the season that are sure to awe, inspire and entertain!



Monster Jam Megalodon Storm
Age 3+ / SRP \$49.99



The Megalodon Storm puts the Monster Jam action in your hands and gives you the power to conquer snow, mud, rocks and grass. With a water-resistant body and lightweight custom tires, the Megalodon STORM can race on water, then switch to land and keep on going. With 2.4GHz frequency, you can race up to six vehicles at once and control the Megalodon Storm RC from up to 100 feet away.

Mealtime Magic Maya and Mia
Age 4+ / SRP \$59.99



With a moving tongue, mouth and blinking eyes, Mealtime Magic Mia is so lifelike! Watch her react to foods with over 70 sounds and phrases, blow raspberries and more! With 10 foods on her double-sided tray, use the light-up smart spoon to create fun combinations. Mia can recognize, recall and react to foods with yum, sour or yuck expressions! Tickle Mia and bounce her for sweet giggles, soothe her with the 2-in-1 interactive bottle and pacifier, rock her to sleep and more!

The Animal
Age 4+ / SRP \$39.99



Reimagining play experiences, The Animal is the world's first unboxing truck! The ultimate unboxing begins when you tear off the outer layer of the package and pull the tab to reveal the key. Unlock the crate and awaken The Animal inside. It's up to you to make The Animal angry enough to claw out. Once The Animal unboxes, it's ready for clawing and climbing action. Challenge The Animal to claw its way over objects up to 3 inches tall. Test strength by playing tug of war. The Animal can be placed back inside its box and the entire unboxing can be repeated over and over again!

Hatchimals Pixies Crystal Flyers
Age 5+ / SRP \$29.99



Beautiful Hatchimals Pixies that really fly! Discover your Hatchimals Pixie inside a gorgeous crystal egg. You can choose from two new, all grown up Pixies each with their own unique look and style. Your Pixie is ready to air dance and you can use your Pixie power to guide her with the IR Sensor in her feet.

Ninja Bots
Age 8+ / SRP \$49.99



Experience wacky, over-the-top battles with Ninja Bots, hilarious interactive battling robots! Every Ninja Bot has a different name and look, its own set of silly weapons, and a unique personality that comes to life with over 100 sounds and movements. Arm your Ninja Bots with your favorite accessory: a hammer, nunchucks, boot on a rope, spatula and more! Ninja Bots will respond with different sounds and phrases depending on the accessory (Spatula- "It's grilling time!"). Equipped with IR sensors, it's up to you to train your Ninja Bots with hand gestures to become better fighters and level up four belts, from white to black belt.

Etch A Sketch Revolution

Age 3+ / SRP \$9.99



This year marked the 60th anniversary for the classic red framed drawing toy and now, for the first time ever, you can draw perfect circles with Etch A Sketch Revolution! Magically create big or small circles and use the knobs to draw lines left and right, and up and down. Move the cursor closer or farther from the middle and spin the screen's white frame to draw big or small circles! Etch A Sketch Revolution is the perfect size for stocking stuffers and travel!

Kinetic Sand Sandwhirlz Playset

Age 3+ / SRP \$19.99



With online reviews of 4.4 stars or higher, a wildly popular source of social media inspiration with 12.3 billion views Kinetic Sand has taken the world by storm. Inspired by mesmerizing viral videos the new Sandwhirlz set has 10 tools, including two extruder shapes and six shape shifters with unique designs. Mix primary colors to create surprise Sandwhirlz explosions. Drop sand into the extruder tubes and gently squish it with the plunger. Layer the different colors and watch as the sand magically transforms.

Rainbow Jellies

Age 6+ / \$9.99 (2 pack), \$19.99 (4 pack)



Create your own collection of squishy characters. Inside the cloud full of magical surprises reveal and select a sweet face, tuft of floofy hair, pop and squeeze the magic goo to create a custom-made bubbly, quirky and adorable squishy characters - made by you!

Cool Maker Hollywood Hair

Age 8+ / SRP \$24.99



This DIY studio comes with everything you need to customize and style 12 hair extensions you can really wear. Choose a colored or patterned hair ribbon, design any way you want with the included markers and load the ribbon into the machine. Press the button and the motorized Hollywood Hair Extension Maker magically transforms your hair ribbon into a super cute wearable hair extension. Featuring a heatless curling wand and two attachments, create tight curls, loose beach waves, or a sleek and straight look. When you're finished styling, conveniently store everything in the base of the machine.

CREATIVE OUTLETS

Creators, DIY'ers and nice-listers who want to express themselves and tap into their artistic side.



IRL ENTERTAINMENT

Favorite characters transcend the screen, wrapped in a bow and ready for IRL (in real life) adventures.

PAW Patrol Dino Patroller
Age 3+ / SRP \$59.99



Saving the day is more adventurous than ever with the Dino Patroller, the first-ever motorized PAW Patrol team vehicle. Featuring a room for all six pups, oversized wheels, a projectile launcher and an exclusive Chase and T. Rex dinosaur action figure, the Dino Patroller is ready to roll over any terrain.

PAW Patrol Ultimate Police Cruiser
Age 3+ / SRP \$79.99



AVAILABLE
IN OCTOBER

This all new team vehicle features real lights and sounds and includes four mini vehicles, a dual motorcycle launcher and helicopter with motorized propellers for the ultimate rescue. Includes Chase figure.

Batman Launch and Defend RC Batmobile
Age 4+ / SRP \$39.99



This easy to drive vehicle merges remote control and action figure play, creating the ultimate experience for fans. Comes with an exclusive 4" Batman figure that launches into action from the cockpit with the push of a button.

Bakugan Dragonoid Infinity
Age 6+ / SRP \$39.99



The new Bakugan Dragonoid Infinity is the ultimate Dragonoid action figure with epic details and amazing transforming head and wings. Also includes exclusive Baku-Gear and Bakugan ball.

Bakugan Champions of Vestroia
Age 7+ / SRP \$49.99



An all-new, action role-playing video game coming exclusively to Nintendo Switch™. The game will center around an all-new original story and the franchise's signature Bakugan brawls as players befriend powerful creatures known as Bakugan and customize teams for fiercely strategic head-to-head battles.

Batman 3-in-1 Batcave Playset

Age 3+ / SRP \$44.99



This epic playset has two sides of play: Batcave on one side and Gotham City on the other. It splits apart into three different levels that you can use separately, or you can stack them together into one awesome playset!

Monster Jam Launch & Hauler Playset

Age 4+ / SRP \$39.99



This awesome Monster Jam playset looks just like the actual hauler that brings the Monster Jam trucks to every show. Packed with so many exciting features, such as side by side racing ramps, barrels, a donut spinner and more. Includes an exclusive 1:64 scale El Toro Loco die-cast Monster Jam truck. Easily fold up the playset and store all the contents inside for mess free play. Plus there is room for four more trucks on top.

Hatchimals COLLEGGibles Cosmic Candy Shop 2-in-1 Playset

Age 5+ / SRP \$29.99



Discover the sweet hangouts for your COLLEGGtibles and Pixies with the 2-in-1 cosmic themed candy shop. Flip the playset around for 2 fun ways to play. There's a candy shop on one side and a cosmic café on the other side- stairs and a candy stand become a slide and comfy cosmic couch. Includes an exclusive Galaxy Gwen Pixie ready to play and a Galaxy Lamaloon Hatchimal in a new egg to peel, reveal and hatch!

Bakugan Battle League Coliseum

Age 6+ / SRP \$39.99



Experience the ultimate toy battling game with the all new Premium Bakugan Arena. Features a deluxe arena with storage and epic elements for new ways to battle and brawl. Includes one exclusive core Bakugan, one character card, one ability card, one gate card and two BakuCores.

PLAYFUL PLAYSETS

Spark the imagination with these dynamic, value-packed playsets.





spinmaster.com |  |  @spinmaster