



September 14, 2020

Dear Valued Specialty Customers,

As we announced at New York Toy Fair with our debut of our Specialty Exclusive game line, we are committed to increasing the number of products available to Specialty retailers. To best do this, we are thrilled to have launched our NEW Specialty Customer ecommerce site: SpinMasterSpecialty.com!

We'd like to add to that by saying...

You've asked – we listened!

This month, in addition to our Gund and Spin Master Game offerings, we will be increasing our Specialty catalog to include a wide variety of Spin Master toys! Starting immediately, you will have access to a wide selection of toys from our most beloved brands, including Bakugan, Batman, Candylocks, CoolMaker, Dreamworks Dragons, Etch A Sketch, Hatchimals, Kinetfic Sand, Monster Jam, PAW Patrol, Tech Deck, Meccano and MORE! In addition, we are also expanding the number of Spin Master Games available to you!

Our new website offers Gund, Spin Master Games, and Spin Master Toys – all with rich content and images to display the products. The site experience will also feature special deals and an enhanced way to search across all the Spin Master brands so you can easily find the products you know and love, as well as navigate easily throughout the site to discover new products!

Though the site is launched, we will still be working on some further immediate enhancements that will flow into the site throughout the rest of September and into October – including the addition of a special section for Opportunity Buys that will allow our customers to purchase specific items at considerable savings while supplies last!

But the most important thing during these weeks of “post launch tweaks” is *your feedback*! We built this site for you, and we want it to work for you! As you begin to use the site, please feel free to email us your comments and suggestions to: specialtysales@spinmaster.com

Thank you, and we wish all of you a successful fall season!

Spin Master Specialty Division