

# **Paramount Animation Revs up "MONSTER TRUCKS" with Spin Master Toy Deal**

## **Summer 2015 New Movie Franchise Gaining Traction with Licensees at Expo in Las Vegas**

HOLLYWOOD--(BUSINESS WIRE)-- Paramount Licensing is headed down the road of a major consumer products launch for next summer's "MONSTER TRUCKS" movie, based on Paramount's original idea, with today's announcement of a master toy license deal with toy innovators Spin Master.

This marks the first licensee partnership publicly announced in support of the high-octane family film "MONSTER TRUCKS," from Paramount Animation, set for release on May 29, 2015. The live action film, utilizing state of the art CGI animation, is based on an original concept. Produced by Mary Parent, directed by Chris Wedge, with a screenplay by Matthew Robinson and Glenn Berger & Jonathan Aibel and Derek Connolly, the movie stars Lucas Till, Jane Levy, Barry Pepper, Amy Ryan, Rob Lowe, Danny Glover, Holt McCallany and Thomas Lennon, and is currently in production in Vancouver, B.C.

To roll the movie into the toy aisle of retailers, Paramount has partnered with leading toy manufacturer, Spin Master Ltd., to serve as the global master toy licensee for the franchise. Spin Master, having recently won multiple Toy of the Year Awards from the Toy Industry Association, will develop an extensive line up of vehicle-based products that will launch alongside the film.

"Spin Master is known for their innovation," said LeeAnne Stables, President of Consumer Products and head of Paramount's Marketing Partnerships. "They are the ideal partner to bring the incredible abilities of our Monster Trucks to life with fun, must-have toys consumers have never seen before. This line will be a major presence at retail and a cornerstone of our licensing program across all major categories."

"We are thrilled to be working with Paramount on such an exciting, adrenaline-packed movie which has great toyetic appeal," said Craig Sims, Vice President of Global Licensing and Business Development for Spin Master. "The partnership to develop toys around Monster Trucks is a match made in toy heaven!" added Krista DiBerardino, Chief Marketing Officer for Spin Master.

Paramount will be providing current and potential partners a closer look at the new franchise at Licensing Expo. Interested parties can stop by booth #S141.

### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB) (NASDAQ:VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

### **About Spin Master Ltd.**

A multi-category children's entertainment company, Spin Master has been designing, developing, manufacturing and marketing consumer products for children around the world since 1994 and is recognized as a global growth leader within the toy industry. Spin Master is best known for such popular brands as boy's action phenomena and 2009-2010 Boy's Toy of the Year winner Bakugan Battle Brawlers™, and award-winning brands Air Hogs®, Aquadoodle™, Spin Master Games™ including the popular Hedbanz™, Tech Deck™, Zoobles™ and SpyGear™. The company has also marked an entry into children's media with the launch of Spin Master Entertainment, a subsidiary focusing on the design, development and production of television and other media properties. Spin Master employs over 900 people with offices in Toronto, Los Angeles, London, Paris, Hong Kong, Mexico City, Munich, and Milan. For additional information please visit: [www.spinmaster.com](http://www.spinmaster.com).

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