



Press release from 22 May 2019

The heroic pups of PAW Patrol find a new home in Movie Park Germany's *Nickland!*

Grand opening of the new family-friendly themed world "Adventure Bay" features German TV actor Jörn Schlönvoigt (known from GZSZ)

(Bottrop-Kirchhellen, 22 May 2019) PAW Patrol is about to start its next exciting mission – at Movie Park Germany! The popular TV rescue pup team from the hit animated Nickelodeon TV series produced by Spin Master Entertainment has now found a new, adventurous home: the family-friendly world of "Adventure Bay" opens today, based on the setting of the hit kids' series, bringing the world of the popular pups to life. The new family attraction features a children's playground and the iconic Command Center – now open to the public in Europe's largest *Nickland*. Visitors and fans of the series can now immerse themselves in the world of these well-known four-legged heroes.

German TV actor Jörn Schlönvoigt (known from GZSZ) also stopped by for the official opening of the new themed world and took a tour of "Adventure Bay" with his wife and daughter.

"Now the time has finally come and all families with children can explore the world of PAW Patrol together," says Managing Director Thorsten Backhaus. "Numerous experts and employees were involved in reproducing the 'Adventure Bay' area as faithfully as possible. True to the series' motto 'No job is too big, no pup is too small', construction work on the new PAW Patrol themed world has been in full swing since last winter. We are very satisfied with the final results and look forward to presenting the new area to our visitors".

"Our goal is to make the world a more playful place, both on and beyond the screen," said Gerald Raines, Senior Vice President, Global Location Based Experiences, Nickelodeon/Viacom International Media Networks. "We're excited to bring one of Nickelodeon's most beloved properties to Movie Park Germany and can't wait for families to experience everything the new Adventure Bay has to offer."

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In "Adventure Bay" visitors of all ages have a lot to discover. In addition to new attractions for parents and children, the new area features many creative and interactive elements. "Over 315 liters of paint, 11,590 kg of construction steel, 86,000 kg of sand and 294 m³ of concrete were added to the new 1,800 m² themed area in Europe's largest Nickland to give visitors a special experience," summarizes Thorsten Backhaus. Design elements and the storyline were developed by the Movie Park Germany project team under Wiebe Damstra in close cooperation with Nickelodeon Experience Design in Orlando and the design experts from the Netherlands-based Leisure Expert Group. The Spanish company Rocas & Design, previously commissioned for "Lost Temple", was responsible for designing and implementing the various thematic aspects of the new area.

A howling good time for the whole family!

Get in and buckle up for a fast-paced ride with the hero pups in the new "PAW Patrol Adventure Tour"! In this new family attraction, children and their parents can sit right inside one of the pups' six well-known rescue vehicles, including Marshall's fire engine and Rubble's bulldozer. A brand new PAW Patrol beach playground ushers fans into the world of chocolate labrador retriever Zuma and cheeky bulldog Rubble. "Zuma's Zoomers", a wild hovercraft ride along the beach of "Adventure Bay", will provide plenty of fun for young visitors as well.

Live experiences and personal souvenirs for young visitors

Children and families can take advantage of numerous photo points and meet and greet opportunities to experience their animal heroes up close. Visitors can also enjoy the focal point of 'Adventure Bay,' the iconic PAW Patrol Command Center. An exclusive photo point and a meet and greet area are located at the base of the 15-meter tower which is modelled faithfully on the original tower from the series. Here, all fans can experience PAW Patrol up close and take home personal souvenir photos.

On top of that, "Adventure Bay" has six additional realistic photo points to offer, giving kids the chance to take photos with their favorite characters. Here, they can also climb into diverse rescue vehicles just like their furry friends – for example, Rocky's transporter or Chase's police car.

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Young and young-at-heart fans of the pups can also take advantage of the new family offers at Movie Park Germany. For example, PAW Patrol-themed kids' birthday packages can be booked. In addition, special PAW Patrol family tickets are available for purchase. For further information: www.adventure-bay.de

Movie Park Germany

Since 1996, Movie Park Germany has been offering its visitors shows, attractions and events all about film, with the motto: "Hooray, I'm in the movies!" Spanning approximately 45 hectares, the Park invites guests to immerse themselves in the world of film and find excitement, entertainment and thrill in more than 40 different attractions. Germany's largest film and amusement park is a special experience for young and old alike, having borne the TÜV distinction "OK for Kids" since 2006. Featuring Nickland, one of the largest NICK theme worlds worldwide, and its TV heroes SpongeBob SquarePants and Patrick, Dora the Explorer and Diego, PAW Patrol and the Teenage Mutant Ninja Turtles, the Park is particularly suitable for families. Thanks to the in-house tour operator Movie Park Holidays, arranging a long journey with accommodation in nearby hotels is child's play. www.movieparkholidays.com

About Nickelodeon

Nickelodeon, now in its 39th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, digital, recreation, books and feature films. Nickelodeon is one of the most globally recognized and widely distributed multimedia entertainment brands for kids and family, with 1.2 billion cumulative subscriptions in more than 500 million households across 170+ countries and territories, via more than 100+ locally programmed channels and branded blocks. Outside of the United States, Nickelodeon is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all media platforms. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

About Spin Master

Spin Master (TSX:TOY; www.spinmaster.com) is a leading global children's entertainment company that creates, designs, manufactures, licenses and markets a diversified portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer®, Bakugan®, Erector® by Meccano®, Hatchimals®, Air Hogs® and PAW Patrol®. Since 2000, Spin Master has received 103 TIA Toy of The Year (TOTY) nominations with 30 wins across a variety of product categories, including 13 TOTY nominations for Innovative Toy of the

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Year. To date, Spin Master has produced nine television series, including the relaunched Bakugan: Battle Planet and current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,800 people in countries around the world including Canada, United States, Mexico, France, Italy, United Kingdom, Russia, Slovakia, Poland, Germany, Sweden, the Netherlands, China, Hong Kong, Japan, Vietnam and Australia.

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