



***Moshi Monsters* Toys Hit Shelves in North America –**

Exclusive Launch Event in Toys"R"Us in Times Square on Friday August 5

Over 15 Million Kids in North America Have Created Their Own Moshi Monster, Now They Can Get Their Hands on "Real" Ones!

NEW YORK, NY – Aug 3, 2011 – With more than 50 million registered users worldwide, the online social gaming network for kids *Moshi Monsters* continues to skyrocket in popularity. Now, for the first time in North America, children can get their hands on the first ever U.S. range of *Moshi Monsters* toys. Kids can help celebrate the U.S. arrival during a special event at The World's Greatest Toy Store™! Fans can visit Toys"R"Us Times Square in New York City on Friday, August 5, from noon – 3pm to join the official launch party featuring the hit brand's hot new toys. The full line of products, made by leading toy company Spin Master, will be available exclusively in the U.S. at Toys"R"Us stores nationwide and online at Toysrus.com.

Created by Mind Candy, *Moshi Monsters* is a new form of children's entertainment. The website (www.moshimonsters.com), which forms the heart of the experience, combines adoptable pet monsters, safe social networking, stories, games, missions, virtual interaction and educational puzzles. Over 15 million kids in North America have created their own monster! To offer young fans and customers a fully integrated experience, the toys will include secret codes that can be used to retrieve virtual items for adopted *Moshi Monsters*, as well as special trial memberships.

Not only will the all-new *Moshi Monsters* toys be available for purchase at the Times Square event, but event attendees will also have the chance to enjoy other incredible appearances and activities, such as:

- *Moshi Monsters* characters, Poppet and Katsuma, appearing live in the fur!
- *Moshi Monsters* themed face painting.
- Autographs by Mr. Moshi himself (Michael Acton Smith, founder of Mind Candy and creator of *Moshi Monsters*).
- While supplies last, attendees will receive a complimentary Moshi Code giveaway, created exclusively for the event, of a super sparkly Liberty trophy, used to decorate your virtual room on MoshiMonsters.com.

Additionally, the first 250 event attendees will have a chance to receive a special copy of the *Moshi Monsters* Magazine.



The exclusive toy line will feature six adorable plush *Moshi Monsters* characters, as well as 32 Moshling mini-figures. Each will include secret codes that can be used to retrieve virtual items for adopted *Moshi Monsters*, as well as special trial memberships.

For more info about the Toys“R”Us Times Square event, visit <http://www.toysrusinc.com/about-us/times-square/special-events>.

- ends -

For further information on Moshi’s breakthrough into U.S. retail contact:

Rob Fleischer
Sandbox Strategies (Mind Candy US PR)
212 213 2451 x222
rob@sandboxstrat.com

Nicola Duarte
Head of PR - Mind Candy (UK)
nicola@mindcandy.com
0044 7810 354103

About Mind Candy

Online gaming and entertainment company, *Mind Candy* was founded by internet entrepreneur Michael Acton Smith (CEO) in 2004. The company created *Moshi Monsters*, which has over 50m players around the world and is now expanding rapidly offline into books, toys, trading cards, TV and film. Mind Candy's first project was the Transmedia game *Perplex City* that played out across different media including websites, text messages, magazines, live events, skywriting and multiple helicopters. Prior to *Mind Candy*, Michael co-founded Firebox.com (online retailer of gadgets, games and gifts), *Berwickstock* (boutique music festival) and *Second Chance Tuesday* (events to connect technology investors with entrepreneurs).

About Moshi Monsters™

Designed for kids aged 6-12 yrs, *Moshi Monsters* is a free-to-play, fun-filled world of adoptable pet monsters, combining safe social interaction with games, missions and educational puzzles.



Over 50 million monsters have been created to date and over two million new players are joining each month making *Moshi Monsters* one of the world's fastest growing children's sites in the world! To date, more than 850m educational puzzles have been played and over one million virtual items are sold each day! For more information visit www.moshimonsters.com

About Spin Master Ltd.

A multi-category children's entertainment company since 1994, Spin Master has been designing, developing, manufacturing and marketing consumer products for children around the world 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 2010 Boys Toy of the Year winner Bakugan Battle Brawlers™, and award-winning brands Air Hogs®, Aquadoodle™, Tech Deck™, Moon Sand™, Liv™, and Zoobles™. 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 1,000 people with offices in Toronto, Los Angeles, London, Paris, Hong Kong, Mexico, Munich, and central Europe. For additional information please visit: www.spinmaster.com