

WHAT'S HOT ON THE HOLIDAY SHELVES THIS SEASON?

MASTERMIND TOYS RELEASES ANNUAL HOLIDAY HITS LIST FEATURING 25 FUN FAVOURITES, 8 GREAT STOCKING STUFFERS!

Top 2015 Trends: Awesome Robots, Lambo Luggage, Snow Scooters, Star Wars & Puzzlemania! #MMHolidayFaves

TORONTO, ON – October 16, 2015.... *What's Hot on Holiday Shelves this Season?* Mastermind Toys, Canada's largest specialty toy and children's books retailer, has been busy creating its much anticipated **2015 Gift Guide** featuring over 400 of Mastermind's favourite toys and book. The 40-page guide is designed to be used as your own personal GPS to help you navigate the toy aisles and find the perfect present for the kids on your list.

"This year's holiday lineup is a major force," said Jon Levy, Chief Toy Merchant, CEO and Co-Founder, Mastermind Toys. "From Star Wars-themed items and a build your own personal robot, to Lamborghini luggage, a cool snow scooter, an awesome Shopkins ornament plus puzzles galore, our toy-buying team has uncovered the very best in what's new in toys."

A digital version of the guide goes live on October 26th at www.mastermindtoys.com, and the print version drops November 2nd across Canada. All items will be available online and at Mastermind's locations which will total 45 by early November. Mastermind Toys offers free gift wrapping on all in-store purchases and personalized gift tags for online orders.

For some inside toy intel, and a sneak peek at the *soon-to-be* released **2015 Gift Guide**, Mastermind's toy experts have carefully compiled a list of 25 fun favourites including a few stocking stuffers to help get you started on your holiday shopping list.

1. MECCANO MECCANOID PERSONAL ROBOT (\$399.99), AGES 10+

Meccanoid is the latest in buildable and programmable personal robots. It is an advanced, yet easy-to-use, Robotics Building platform. Standing almost four feet tall when fully built, it can communicate with all your smart devices by Bluetooth technology. Meccanoid responds to voice commands with 1000+ pre-programmed phrases including jokes and fun facts. It walks with you, shakes hands and can give you a high-five!

2. R.E.V VALUE SET (\$169.99), AGES 8+ MASTERMIND TOYS EXCLUSIVE

Battle against the computer: you control one car, the other is an artificially intelligent drone! Use an iPhone or Android and Bluetooth to control the super-cool REV (Robotic Enhanced Vehicles) race cars – try to outsmart your opponent by being faster and more agile, and then use your infrared lasers to win the battle. Exclusive value set includes two cars, two recharge kits (USB) and a Smart Ramp to perform super-cool tricks!

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3. STAR WARS

☒ AIR HOGS STAR WARS RC MILLENNIUM FALCON QUAD COPTER (\$139.99), AGES 10+

Control is in *your* hands when you fly this amazingly detailed Remote Control Millennium Falcon Quad Copter. With Hyperspace Mode, authentic lights and sounds, and more, Star Wars fans will have so much fun. Awaken the Force with this brand new flying Millennium Falcon Quad Copter!

☒ DEATH STAR PERPLEXUS (\$49.99), AGES 8+

The exciting universe of Perplexus 3D puzzles has a cool new addition: the Star Wars Death Star Perplexus! Navigate through the twists and turns of the Death Star to complete the mission and destroy the ship – just like in the movie. This awesome puzzle also features lights and sounds to enhance the Star Wars experience.

☒ RAVENSBURGER STAR WARS THE FORCE AWAKENS PUZZLES (\$17.99 – \$39.99), AGES 8+ *MASTERMIND TOYS EXCLUSIVE*

Ravensburger brings Star Wars fans a new line of colourful and detailed jigsaw puzzles depicting scenes from the newest film installment in the Star Wars saga: Episode VII – The Force Awakens. The exciting world of Star Wars is enhanced by Ravensburger's dedication to quality and results in a totally unique product.

4. STIGA SNOW KICK STX (\$129.99), AGES 5+

A trick scooter for snow! Reinforced aluminum deck and one-piece handle bar with triple clamp makes it suitable for riding down smaller hills.

5. ZOOMER KITTY (\$129.99), AGES 5+

Bring home your PURRRfect friend with Zoomer Kitty! She's the sweetest interactive Kitty who loves to play, pounce and purr! Using True Vision Technology, she follows your movements. As you play, her eyes will change colour letting you know exactly how she's feeling.

6. TRACER RACER (\$119.99), AGES 6+

Tracer Racers utilize Light Trail Technology as they blaze streaks of light on patented Glow-in-the-Dark track. Each Tracer Racer beams down purple light rays from its undercarriage onto track specially engineered to emit glow remnants long after the racer has passed.

7. LORI DOLLS (\$16.99 - \$99.99), AGES 5+ *MASTERMIND TOYS EXCLUSIVE*

Petite and chic, Lori is a brand-new world of 6" dolls that will capture your imagination. Hang out with Lori and her stylish friends and explore their modern house, which you can fill with cool furniture. Join them at the barre in the ballet studio, take a drive in the sporty car, or go on an adventure in the fun, fold-open camper.

8. SNAP CIRCUITS ARCADE (\$79.99), AGES 8+

Create an arcade out of electrical circuits! Includes over 200 projects, utilizing 30 components including an internal Microcontroller pre-programmed with many fun to play interactive games, a programmable word fan, a tri-colour light orb and a dual LED display.

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9. PLAYMOBIL HOCKEY NHL® SERIES (\$9.99 - \$69.99), AGES 5+

Transform your playroom into the ultimate hockey arena! These new NHL figures enable kids to bring the beloved game of hockey to life with interactive functions including skater shooting and puck-stopping goalie action.

10. LAMBORGHINI LUGGAGE (\$69.99), AGES 4+ MASTERMIND TOYS EXCLUSIVE

This awesome and stylish “Lambo” luggage has a durable plastic shell and two retractable handles. Perfect for travel, but also everyday use and storage. Comes in orange and green.

11. VTECH SIT-TO-STAND ULTIMATE ALPHABET TRAIN (\$69.99), AGES 12M+

This train is designed to grow with your child and can be used for floor play, as a ride-on, and as a walker. When your little conductor gets older, the caboose converts into a wagon they can fill with toys and pull along to develop their motor skills.

12. TUBBY TABLE (\$59.99), AGES 18M+ MASTERMIND TOYS EXCLUSIVE

The first and only bathtime activity table for toddlers! Features three different play areas for various stages of play and comes with four coloured shaped cups and a fun water wheel.

13. ILOOM (\$49.99), AGES 8+

The i-loom is a next-generation friendship bracelet maker integrated with an instructional app that makes designing and creating amazing bracelets so easy! Slide your tablet into the i-loom (compatible with iPad 2 and newer), choose a bracelet pattern from the library and follow the easy instructions at your own pace. Create your own custom designs by using the i-loom Pattern Creator in the app.

14. PLAY & TRACE BOOGIE BOARD (\$44.99), AGES 3+ Here’s the first Boogie Board eWriter model to feature a translucent LCD writing surface. Shaped like a painter’s palette, kids can trace and erase at the touch of a button on this translucent LCD screen, providing hours of creative fun. A free Play n’ Trace activity center mobile app includes structured learning exercises, games and drawing templates.

15. FRESHIE SNOW SCOOTER (\$39.99) AGE 6+ MASTERMIND TOYS EXCLUSIVE

A “fresh” take on a classic toboggan. Instead of sitting, stand up on this amazing snow toboggan, hold on tight and slide down the hill!

16. BUGGALOOP (\$39.99), AGES 6+ MASTERMIND TOYS EXCLUSIVE

Try to make your way across the game board – but watch out for the traveling Nano Hexbug that travels underneath and around the board, popping up when you least expect it to foil your plans!

17. SPINAGAIN SPINNING STACKER (\$36.99), AGES 12M+

It’s a stacking toy with a spin—literally! Drop the vibrant star-burst discs of the SpinAgain onto the threaded corkscrew pole and go ooooh as they spin fast and smooth to settle onto the reversible base.

18. ICE CASTLE PLAY TENT (\$34.99), AGES 3+ MASTERMIND TOYS EXCLUSIVE

This easy to assemble castle is generously sized to fit two or more little princesses! With a flap front door, two mesh windows and sturdy material, this Playhouse is ready for hours of play!

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19. ROLLIGO (\$32.99), AGES 12M+

Grab the 10 multi-coloured spheres and easily stack them inside the special Rolligo rack. Give it a little push, and – VROOOM!! Little minds light up with delight as the vibrant colours spin in all directions!

20. SLIMEBALL DODGETAG (\$29.99), AGES 6+

The slimiest game of Dodgetag you'll ever play! Throw super-safe soft slime balls at your friends – and they only stick to the special slime vest. It's time to get slimed!

21. CLICK CLACK LUMBERJACK (\$29.99) AGES 5+

A very simple and fun dexterity game with 12 large wooden discs, a wooden axe, and a die. The discs are stacked as a tower. A player turn consists of rolling the die and then hitting the tower with the axe. Roll a five and you have to hit the fifth disc five times with the axe. The player causing the tower to fall loses.

22. LANKA KADE JIGSAW PUZZLES (\$17.99 – \$29.99) AGES 2+ *MASTERMIND TOYS EXCLUSIVE*

Ideal for preschoolers, the colourful Lanka Kade Jigsaw Puzzles show either the alphabet A-Z or numbers 1-10. All Lanka Kade products are handcrafted by their skilled artisans. No one piece is exactly the same!

23. WINTER TERRARIUM (\$24.99), AGES 5+ *MASTERMIND TOYS EXCLUSIVE* Green up your winter with a snow-themed terrarium complete with sparkly snowflakes, dimensional pine tree and a no-melt snowman! Embellish the outside of the terrarium with wonder paint snowflakes, snow-covered pine trees and other fun accessories - paint and patterns included! Two ways to display - use the hanging ribbon included or set it on a table in the festive foil stand provided.

24. FLEECE FASHIONS (\$24.99), AGES 7+ *MASTERMIND TOYS EXCLUSIVE*

Create three cozy fleece fashion accessories - flower and bead embellished scarf, headband, and gloves with three touch-screen friendly fingers, everything is included! Learn basic sewing and embroidery techniques using the step-by-step instructions.

25. SENSORY LIGHT UP BALLS (\$19.99), AGES 6M+

Shake, rattle and roll with this collection of Sensory Light Up Balls. Bells, glitter, confetti, beads and lights fill each of the four balls to gain the attention of children. These toys are great for sensory development.

STOCKING STUFFERS

1. GROOVE CUBE (\$19.99), AGES 3+

Play music, listen to the news, or watch videos with this little speaker that is small in size and big in sound! Use your smart device to easily adjust volume. Groove Cube's speaker and integrated microphone can be used for hands-free phone calls. Open the camera app on your smart device and start snapping pictures using Groove Cube's remote shutter button.

2. METAL EARTH (\$9.99 - \$17.99), AGES 13+

These amazingly detailed DIY models start as 4" square steel sheets and finish as amazing 3D models. Use the easy-to-follow instruction to pop out the pieces, bend the tabs, and connect them at the attachment points. Models include the Eiffel Tower and R2D2.

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3. DIGIFRIENDS

DigiFriends Family is a collection of critters who love to sing! Each different character has a repertoire of songs that they sing when you whistle, the more the merrier! The DigiFriends also tweet (and chirp... and hoot...and roar) their songs together when they are in close proximity.

🔦 DIGIOWLS (\$12.99), AGES 5+

DigiOwls can hoot and sing if you blow or whistle at them. They can even be set to sing as a choir! Better yet, their eyes glow!

🔦 DIGIDINOS (\$12.99), AGES 5+

DigiDinos can roar and sing if you blow or whistle at them. They can even be set to sing as a choir!

4. BEANIE BOOS (\$3.99 – \$9.99), AGES 3+

The Ty Beanie Boos are a collection of uniquely adorable critters that kids can't get enough of! These super soft and cuddly, little wide-eyed animal friends may just be the absolute cutest plush you have ever owned!

5. KOONTZ SCIENCE KITS (\$9.99), AGES 5, 8, AND 9+

These all-new kits brings science to life through constructive play. Whether it's learning about reverse potential energy, jet propulsion technology, inner workings of locks, safes and kaleidoscopes, these highly durable, recyclable cardboard kits are sure to delight!

6. MINECRAFT FIGURES (\$5.99), AGES 8+

Start exploring the world of Minecraft with an awesome assortment of mini-figures, action figures and plush!

7. SHOPKINS ORNAMENT (\$4.99), AGES 3+ *MASTERMIND TOYS EXCLUSIVE*

Two Shopkins in a holiday bauble! 12 holiday Shopkins to collect! Collector's guide included.

8. BRAIN PUZZLES

🔦 TWISTY BRAIN PUZZLES (\$24.99 - \$29.99), AGES 6+

Following the craze of the Rubik's Cube, these twisty puzzles (or rotational puzzles) should delight Rubik's Cube followers. Spin, twist and tease your brain with every turn. Twist these puzzles to mix them up and then try to rotate them back to their original colour sorted sides.

🔦 HANAYAMA PUZZLES (\$14.99), AGES 8+

In the 1930's, the Hanayama Toy Co. began manufacturing exquisite cast metal puzzles. These hands-on, disentanglement-type brainteaser puzzles have no flexing wire – no rough force is required to solve them. Take them apart and then assemble them again. Find the solution and the pieces glide effortlessly apart.

🔦 PUZZLE MASTER WIRE PUZZLES (\$9.99 – \$11.99), AGES 6+

Three different puzzles that will challenge your patience and skill. Linked together these wire pieces do come apart with the right strategy. The puzzles are made from nickel plated wire, which gives the puzzle a clean and polished look. The object is to separate both metal parts and be able to entangle them again. Sounds easy, but it's actually quite challenging, even though the solutions may only have a few steps.

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RECENT TOYS PUZZLES (\$2.99 – \$38.99), AGES 6+

Whether it's Recent's own plastic Brainstring or Mind Jewel puzzle or their wooden Professor Puzzle line, these are designed to challenge your brain and get you thinking outside the box!

To arrange an interview with a Mastermind toy expert or for hi-res images, contact Beth Merrick /ZAZOU

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Note: Items listed subject to availability, prices subject to change.

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ABOUT MASTERMIND TOYS

Celebrating its 31st year in operation, Mastermind Toys is Canada's largest specialty toy and children's book retailer with 45 locations by November 2015 in Southern, Southwestern and Eastern, ON; Calgary, Edmonton, Red Deer, and Grande Prairie, AB; Langley, Coquitlam and Abbotsford, BC and Winnipeg, MB. The company was started in 1984 by brothers Andy and Jon Levy who wanted to offer shoppers a classic toy store experience. Both in-store and online, Mastermind is the ultimate toy shopping destination, the perfect place to find the right toy or book for any occasion. Mastermind carries an unparalleled selection of over 10,000 unique, educational and fun toys, books, games, arts and crafts, puzzles and science kits offering exceptional customer service and complimentary in-store gift wrapping. Visit www.mastermindtoys.com.