



Today's News

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Spin Master and Silverlit File Lawsuit against Soft Air and Sports Authority

TORONTO--([BUSINESS WIRE](#))--Spin Master Ltd., the world leader in flying toys and the exclusive North American distributor of the Air Hogs® Havoc Heli™, the Number one best-selling RC toy of 2007 and Silverlit Toys Manufactory Ltd., the Hong Kong based company that develops and manufactures, the Air Hogs® Havoc Heli™ announced today that they have filed suit against Soft Air USA and the Sports Authority retail chain after Soft Air's knock off toy helicopter was recalled pursuant to an investigation by the U.S. Consumer Product Safety Commission. Soft Air's toy helicopter, known as the "MicroCopter" and sold at various Sports Authority outlets, on the surface looks exactly like the Air Hogs® Havoc Heli™. But unlike the Havoc Heli™, the recalled MicroCopter does not appear to have a critical but costly component known as a PCM circuit or Protection Circuit Module, which protects the toy from battery related fires. Upon learning of Soft Air's recall and seeing the knock off toy helicopter on the news, consumers and retailers bombarded Spin Master with questions and returns mistakenly believing that Soft Air's "MicroCopter" is a Spin Master product or produced by the same manufacturer. Spin Master and Silverlit did not manufacture the "MicroCopter" and are not affiliated in any way with Soft Air. Spin Master and Silverlit have sued Soft Air and Sports Authority for patent and copyright infringement in U.S. District Court in California. They seek damages for lost profits and injury to their reputation and goodwill. Spin Master's CEO, Anton Rabie said: "We will continue to protect our interests in this manner and show that if our rights are infringed we will act. There are reputable sources for remote control helicopters and hopefully the trade will realize that dealing with these secondary knock-off products is a very poor choice."

Breakthrough concepts in aerodynamics, hardware and programming, including elements such as the density of the foam fuselage material, advanced Li-Po batteries and protective hardware to avert any possibility of overheating, all had to be finely tuned to ensure the quality, safety and performance of the Air Hogs® Havoc Heli™. Every battery and motor undergoes a rigorous testing procedure before they are installed in the toys. All genuine Air Hogs® Havoc Heli™ helicopters have a critical safety component known as a Protection Circuit Module which protects the toy from battery related fires (something the MicroCopter appears not to have). Spin Master and Silverlit have not received any complaints from customers about a genuine Air Hogs® Havoc Heli™ catching fire. Spin Master and Silverlit are not the subject of any investigation by the Consumer Product Safety Commission related to the Air Hogs® Havoc Heli™.

"It is highly unlikely that counterfeiters are concerned about these protective measures, so consumers may unwittingly have bought unauthorized knock-offs that pose fire and safety hazards for children," notes Eddie Wong, director of sales and marketing for Silverlit. Adds Rabie, "We feel it is important not just for our company, but also for our legitimate importers, distributors and the public, that we raise awareness of this problem. As creators of original product, we are constantly facing illegal knock-offs being purchased from China by retailers in North America because the knock-offs are cheaper. The product may look the same but invariably there are critical differences that consumers should be cautious of."

Here are some ways to distinguish a genuine Air Hogs® Havoc Heli™ from a knock off:

- All Air Hogs products are protected from charging related fires by a PCM circuit, which adds to the cost of the product but is a critical safety component.
- The remote controller for Air Hogs products have the "Air Hogs" logo on the top and the "Spin Master" name imprinted on the bottom of the controller.
- The underbelly of the Air Hogs® Havoc Heli™ helicopter has a sticker with the "Spin Master" name printed on it.

Spin Master and Silverlit are strongly committed to providing quality, safe and fun toys to consumers of all ages.

Spin Master and Silverlit do not tolerate knock offs and intend to aggressively protect and enforce their intellectual property rights in the United States and throughout the world.

About Spin Master

Spin Master™ is the 6th largest and fastest growing toy company in North America according to recent NPD reports. 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. With the launch of Bakugan Battle Brawlers, Spin Master™ has also marked its first foray into entertainment IP and television production. Spin Master™ is best known for such popular brands as Air Hogs®™, Aquadoodle™, Tech Deck, and Moon Sand. Spin Master™ employs over 500 people with offices in Toronto, Los Angeles, Paris, London, Hong Kong and China, and is proud to be recognized as one of Canada's 50 Best Managed companies. For additional information please visit: www.spinmaster.com.

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