



FOR IMMEDIATE RELEASE

CCS Rights Management Launches Neighbouring Rights Division and Signs Exclusive Deals with Rising Global Superstar Tate McRae, Children’s Entertainment Powerhouse Spin Master, and Higher Reign Music Group

TORONTO, April 12, 2021 -- CCS Rights Management (CCS), a leading global independent music publishing, rights administration, and creative services company, today announced the launch of a new neighbouring rights division and the conclusion of exclusive, worldwide deals with rising superstar artist **Tate McRae**, multibillion dollar children’s entertainment powerhouse **Spin Master Ltd.**, and Montreal-based record label **Higher Reign Music Group**.

CCS Neighbouring Rights is providing services tailored to uniquely support artists, labels, musicians, film and TV studios, and production companies who want to maximize the value of their works on a worldwide scale. The new division will manage the performing rights of sound recordings for **McRae**, who recently released her second EP ***Too Young to Be Sad (RCA)*** on March 26. The international breakout artist has had over 800+million streams and gone platinum in the US, UK, Belgium and 3X platinum in Australia with her international smash hit with her song “**You Broke Me First.**” In 2021 she has been named on the “Artists to Watch” lists by Amazon, Pandora, and Billboard, as well as the Forbes “30 under 30” list.

The agreement with **Spin Master** significantly expands the companies’ existing relationship. For over 8 years, CCS has been Spin Master’s publishing administration company, representing the popular scores, themes, and cues from its multi-billion entertainment properties and 11 animated series, including ***PAW Patrol***, one of the top-rated preschool series in the world airing in more than 160 countries, ***Rusty Rivets***, ***Abby Hatcher***, ***Bakugan: Battle Planet*** and ***Bakugan Armoured Alliance***.

CCS Neighbouring Rights is headed by respected industry veteran Lee-Anne Wielonda, CCS Manager of Neighbouring Rights, who previously established and managed the neighbouring rights department

of Canadian rights management organization ACTRA RACS for two decades. Wielonda joined CCS in 2019 and has since secured 40 new signings. The company has direct affiliations with neighbouring rights management organizations in 30 territories.

“CCS has consistently grown and expanded the global reach and breadth of our music publishing and rights administration. Launching the new neighbouring rights division is a natural step in fulfilling the company’s mandate of providing a full suite of services to artists, writers and rightsholders. We are thrilled to broaden the scope of our relationship with Spin Master, and welcome many recent signings including Tate McRae and Higher Reign Music Group,” said Jodie Ferneyhough, Founder and President of CCS Rights Management.

About CCS Rights Management

CCS Rights Management is a global independent music publishing and rights administration company providing a full range of services to its roster of award-winning, established and up-and-coming songwriters, artists, musicians, producers, and labels, as well as major corporate brands. The company manages more than 150,000 copyrights and specializes in publishing administration, royalty collection, creative services, neighbouring rights administration, and music licensing for film, TV advertising, games and other media. For more information, visit ccsrightsmanagement.com.

About Spin Master

Spin Master Corp. (TSX:TOY) is a leading global children's entertainment company creating exceptional play experiences through a diverse portfolio of innovative toys, entertainment franchises and digital games. Spin Master is best known for award-winning brands PAW Patrol®, Bakugan®, Kinetic Sand®, Air Hogs®, Hatchimals®, Rubik's Cube® and GUND®, and is the toy licensee for other popular properties. Spin Master Entertainment creates and produces compelling multiplatform content, stories and endearing characters through its in-house studio and partnerships with outside creators, including the preschool success PAW Patrol and nine other original shows along with multiple short-form series, which are distributed in more than 190 countries. The Company has an established digital presence anchored by the Toca Boca® and Sago Mini® brands, which combined have more than 40 million monthly active users. With close to 2,000 employees in 28 offices globally, Spin Master distributes products in more than 100 countries. For more information visit spinmaster.com or follow on Instagram, Facebook and Twitter @spinmaster.