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PLAYMATES HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 635)

POSITIVE PROFIT ALERT

This announcement is made by Playmates Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (“**Board**”) wishes to inform shareholders of the Company and investors that a preliminary assessment of the financial results for the year ended 31 December 2012 indicated that the Group is expected to report a significant increase in profit for the year ended 31 December 2012 as compared to the results for the year ended 31 December 2011. The improvement is mainly attributable to the substantial increase in the value of the property investments of the Group and in the operating results of Playmates Toys Limited (“**PTL**”), an indirect non wholly-owned subsidiary of the Group. PTL is expected to report a turnaround from a loss in 2011 to a profit for the year ended 31 December 2012 and make a positive contribution to the results of the Group.

The Company is in the process of preparing the financial statements of the Group for the year ended 31 December 2012. The information contained in this announcement is only a preliminary assessment by the Board and is not based on any figures or information audited or reviewed by the Company’s auditors. The Company is planning to announce the Group’s financial results for the year ended 31 December 2012 on 28 March 2013.

Shareholders of the Company and investors are advised to exercise caution in dealing in shares of the Company.

On behalf of the Board
Chan Chun Hoo, Thomas
Chairman

Hong Kong, 1 March 2013

As at the date hereof, the Board comprises the following directors:

Mr. Chan Chun Hoo, Thomas (*Chairman*); Mr. Cheng Bing Kin, Alain (*Executive Director*); Mr. Ip Shu Wing, Charles (*Independent Non-executive Director*); Mr. Lee Peng Fei, Allen (*Independent Non-executive Director*); Mr. Lo Kai Yiu, Anthony (*Independent Non-executive Director*); Mr. To Shu Sing, Sidney (*Executive Director*); Mr. Tsim Tak Lung (*Deputy Chairman and Non-executive Director*); Mr. Yu Hon To, David (*Independent Non-executive Director*)