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PLAYMATES HOLDINGS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 635)

DATE OF BOARD MEETING

The board of directors (the "Board") of Playmates Holdings Limited (the "Company") hereby announces that a meeting of the Board will be held at 9/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Friday, 23 March 2012 at 3:30 p.m. for the purpose of, inter alia, approving the annual results of the Company and its subsidiaries for the year ended 31 December 2011 and its publication and considering the payment of a dividend, if any.

By order of the Board

Ng Ka Yan

Company Secretary

Hong Kong, 13 March 2012

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*) and Mr. Yu Hon To, David (*Independent Non-executive Director*)