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PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 869)

UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENT

This statement is made at the request of The Stock Exchange of Hong Kong Limited.

We have noted the recent increases in the price and trading volume of the shares of the Company and wish to state that, save for the purchase of 672,000 shares and 788,000 shares of the Company at an average price of approximately HK\$0.307 and HK\$0.345 on the market on 12 and 13 January 2012 respectively by Mr. Ip Shu Wing, Charles ("**Mr. Ip**"), an independent non-executive director of Playmates Holdings Limited (a holding company which indirectly owns and controls approximately 50.1% shareholding of the Company), we are not aware of any reasons for such increases.

We confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under rule 13.23, neither is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09, which is or may be of a price-sensitive nature.

Made by the order of the Company, the Board of which individually and jointly accept responsibility for the accuracy of this statement.

By order of the board

Ng Ka Yan

Company Secretary

Hong Kong, 16 January 2012

As at the date hereof, the board of directors of the Company comprises the following directors:

Mr. Chan Chun Hoo, Thomas (*Chairman*); Mr. Cheng Bing Kin, Alain (*Executive Director*); Mr. Chow Yu Chun, Alexander (*Independent Non-executive Director*); Mr. Lee Ching Kwok, Rin (*Independent Non-executive Director*); Mr. To Shu Sing, Sidney (*Executive Director*) and Mr. Yang, Victor (*Independent Non-executive Director*)