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PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

DATE OF BOARD MEETING

The board of directors (the “Board”) of Playmates Toys 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, 31 August 2012 at 11:30 a.m. for the purpose of, inter alia, approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2012 and its publication and considering the payment of an interim dividend, if any.

By order of the Board
Ng Ka Yan
Company Secretary

Hong Kong, 17 August 2012

As at the date hereof, the Board 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*)