



PLAYMATES HOLDINGS LIMITED

彩星集團有限公司*

(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 21/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Friday, 17 August 2007 at 11:00 a.m. for the purpose of, inter alia, approving the release of the interim results announcement of the Company for the six months ended 30 June 2007 and considering the payment of an interim dividend, if applicable.

By order of the board

Ng Ka Yan

Company Secretary

Hong Kong, 7 August 2007

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

Executive Directors:

Mr. Chan Chun Hoo, Thomas (*Chairman*), Mr. Cheng Bing Kin, Alain, Mr. To Shu Sing, Sidney

Non-executive Directors:

Mr. Tsim Tak Lung (*Deputy Chairman*), Mr. Chow Yu Chun, Alexander (*Independent*), Mr. Ip Shu Wing, Charles, Mr. Lee Peng Fei, Allen (*Independent*), Mr. Lo Kai Yiu, Anthony (*Independent*), Mr. Yu Hon To, David (*Independent*)

* *For identification purpose only*