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PLAYMATES HOLDINGS LIMITED

彩星集團有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 635)

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

In support of environmental protection and as permitted under applicable laws and regulations, the bye-laws of the Company and in accordance with Rules 2.07A and 2.07B of the Listing Rules, the Company is making the arrangements as set out below to ascertain the preferences of the Shareholders with respect to the election of language and means of receipt of Corporate Communications.

INTRODUCTION

In support of environmental protection and for the purposes of saving printing and mailing costs, the Company is making the arrangements as set out below, as permitted under applicable laws and regulations, the bye-laws of the Company and in accordance with Rules 2.07A and 2.07B of the Listing Rules, to ascertain the preferences of the Shareholders to receive all future Corporate Communications from the Company either (i) in printed form (in English only, in Chinese only, or in both English and Chinese); or (ii) by electronic means through the Company's website. The Company recommends the Shareholders to take advantage of the website version of the Company's future Corporate Communications.

PROPOSED ARRANGEMENTS

As permitted under applicable laws and regulations, the bye-laws of the Company and in accordance with Rules 2.07A and 2.07B of the Listing Rules, the following arrangements will be made by the Company:

1. A letter dated 10 March 2010 (“**First Letter**”) together with reply form (“**Reply Form**”) with prepaid postage label, prepared in both English and Chinese, is to be sent by the Company to the Shareholders to enable them to select the choice to receive all future Corporate Communications from the Company either (i) in printed form (in English only, in Chinese only, or in both English and Chinese); or (ii) by electronic means through the Company’s website.

The First Letter explains that if the Company does not receive the completed and signed Reply Form by 9 April 2010 and until the Shareholder informs the Registrars at any time by reasonable notice in writing, the Shareholder will be deemed to have consented to the Company supplying all future Corporate Communications by making them available on the Company’s website only.

2. For Shareholders who choose to receive the Corporate Communications in printed form, the Company will send the selected language version of the Corporate Communications to those Shareholders who have made a selection unless and until they notify the Registrars at any time by reasonable notice in writing that they wish to receive any Corporate Communications in the other (or both) language(s), or by electronic means through the Company’s website.
3. For Shareholders who choose or are deemed to have chosen to receive the Corporate Communications by electronic means through the Company’s website, the Company will notify such Shareholders by e-mail, according to the e-mail addresses given in the Reply Form, as and when the Corporate Communications are published on the Company’s website. If no e-mail address is given by the Shareholders, the Company will send to such Shareholders a printed notification of the publication of the Corporate Communications on the Company’s website by post to such Shareholders at their addresses as appearing in the Company’s register of members maintained by the Registrars. If, for any reason, any of such Shareholders has difficulty in receiving or gaining access to a Corporate Communication, the Company will promptly upon request send to such Shareholder a copy of the Corporate Communication in printed form free of charge.

4. When each of the printed Corporate Communications is sent out in accordance with the arrangements described above, a letter (“**Second Letter**”) together with a postage prepaid request form (“**Request Form**”), prepared in both English and Chinese, will be attached to or printed in a prominent place in the relevant Corporate Communications, stating that the Corporate Communications prepared in the other language will be available upon request, and the Shareholders may at any time change their choice of language and/or means of receipt of Corporate Communications, by reasonable notice in writing to the Registrars by completing and returning the Request Form to the Registrars or by email to 635-ecom@hk.tricorglobal.com.
5. All future Corporate Communications in both English and Chinese languages, and in accessible format, will be available on the Company’s website at www.playmates.net and an electronic copy of all such Corporate Communications will be submitted to the Stock Exchange on the same day they are dispatched to the Shareholders, or on such other day as required by the Stock Exchange or pursuant to the Listing Rules.
6. The Registrars is providing a dial-up hotline service (Tel: (852) 2980 1333) during business hours from 9:00 a.m. to 5:30 p.m. from Monday to Friday, excluding Hong Kong public holidays, to enable the Shareholders to make queries of the Company’s proposed arrangements set out above.
7. The First Letter and the Second Letter will mention that both languages of each of the Corporate Communications will be available on the Company’s website and that the dial-up hotline service has been provided.

DEFINITIONS

In this announcement, unless the context requires otherwise, the following terms shall have the following meanings:

“Company”	Playmates Holdings Limited, a company incorporated in Bermuda with limited liability whose shares are listed on the Stock Exchange;
“Corporate Communication(s)”	any document(s) issued or to be issued by the Company for the information or action of Shareholders as defined in Rule 1.01 of the Listing Rules;
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange;
“Registrars”	Tricor Abacus Limited, the branch share registrars of the Company at 26/F., Tesbury

Centre, 28 Queen's Road East, Hong Kong;

“Shareholder(s)”

holder(s) of share(s) of HK\$0.10 each in the share capital of the Company; and

“Stock Exchange”

The Stock Exchange of Hong Kong Limited.

By order of the Board
Playmates Holdings Limited
Ng Ka Yan
Company Secretary

Hong Kong, 10 March 2010

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

Mr. Chan Chun Hoo, Thomas (*Chairman and Executive Director*), Mr. Cheng Bing Kin, Alain (*Executive Director*), Mr. Ip Shu Wing, Charles (*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*)

** For identification purpose only*