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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 11/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Friday, 27 August 2010 at 3:30 p.m. for the purpose of, inter alia, approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2010 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 2010

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. 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*)