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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 9/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Wednesday, 31 August 2011 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 2011 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, 19 August 2011

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 (*Independent 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*)