



PLAYMATES HOLDINGS LIMITED

彩星集團有限公司*

(Incorporated in Bermuda with limited liability)
(Stock Code : 635)

10 March 2010

Dear Shareholders,

ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the bye-laws of Playmates Holdings Limited (“**Company**”), the Company will make available the following options for you to elect for receipt of all future corporate communications of the Company (“**Corporate Communications**”), which means any document(s) issued or to be issued by the Company for the information or action of any shareholders of the Company, including but not limited to (a) the directors’ report, its annual accounts together with a copy of the independent auditors’ report and, where applicable, its summary financial report; (b) the interim report and, where applicable, summary interim report; (c) a notice of meeting; (d) a listing document; (e) a circular; and (f) a proxy form, in the following manners:

- (1) to read all future Corporate Communications published on the Company’s website at www.playmates.net (“**Website Version**”) in place of receiving printed copies, and receive an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company’s website; or
- (2) to receive the printed English version; or
- (3) to receive the printed Chinese version; or
- (4) to receive both the printed English and Chinese versions.

In support of environmental protection and for the purposes of saving printing and mailing costs, the Company recommends you to take advantage of the Website Version of the Company’s future Corporate Communications. To make your election, please complete and sign the enclosed reply form (“**Reply Form**”) and return it by post or by hand delivery to the branch share registrars of the Company, Tricor Abacus Limited (“**Registrars**”), at 26/F., Tesbury Centre, 28 Queen’s Road East, Hong Kong. If you post in Hong Kong, you may use the mailing label in the Reply Form and need not to affix postage stamps when returning your Reply Form. If the Reply Form is returned by post from outside Hong Kong, please affix the appropriate postage stamps.

If the Company does not receive the completed and signed Reply Form from you by 9 April 2010 and until you inform the Registrars at any time by reasonable notice in writing, you will be deemed to have consented to the Company supplying all future Corporate Communications by making them available on the Company’s website only, in lieu of receiving printed copies. Only an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company’s website will be sent to you in the future.

Even if you have made your election, you are entitled to change your election of language and/or means of receipt of Corporate Communications at any time by reasonable notice in writing by completing and returning the request form to the Registrars or by email to 635-ecom@hk.tricorglobal.com. If you have chosen to receive all future Corporate Communications by electronic means but for any reason have any difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send to you a copy of the Corporate Communications in printed form free of charge.

Please note that the English and Chinese versions of all future Corporate Communications will be available on the Company’s website at www.playmates.net and the website of The Stock Exchange of Hong Kong Limited at www.hkex.com.hk.

Should you have any queries in relation to this letter, please call the enquiry hotline at (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.

Yours faithfully,
For and on behalf of
Playmates Holdings Limited
Ng Ka Yan
Company Secretary

* For identification purpose only