



PLAYMATES TOYS LIMITED

彩星玩具有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 869)

APPOINTMENT OF DIRECTOR

The Board is pleased to announce that Mr. To Shu Sing, Sidney has been appointed as executive director of the Company with effect from 21 May 2008.

The board of directors (“**Board**”) of Playmates Toys Limited (“**Company**”) is pleased to announce that Mr. To Shu Sing, Sidney (“**Mr. To**”) has been appointed as executive director of the Company with effect from 21 May 2008.

Reference is made to the Company’s announcement on 24 April 2008 in respect of the passing of Mr. Ronnie Soong, a then executive director of the Company. With the sudden passing of Mr. Soong, there are only two executive directors on the Board, namely Mr. Chan Chun Hoo, Thomas and Mr. Novak, Lou Robert, the latter being ordinarily resident in the U.S. As such, taking into account the efficiency of the business operations and other practicable considerations, the Board considers that an additional executive director should be appointed to the Board on an urgent basis.

The Board considers that Mr. To’s appointment is beneficial to the Company, given his past management and industry experience and his commitment and contributions to the toy business of the Group prior to the Company’s spin-off from Playmates Holdings Limited (“**PHL**”). The Board further considers that Mr. To is the most appropriate person to be appointed in a speedy manner under the currently unexpected circumstances.

Mr. To, age 50, joined the Playmates Group in 1986. Prior to joining the Playmates Group, he had 9 years of experience with multi-national marketing and manufacturing companies. Over the years, he has served the Playmates Group in a number of functional areas including sales and marketing, licensing, strategic business development and corporate communication. He holds an Executive Master of Business Administration degree from Simon Fraser University, British Columbia, Canada.

Mr. To is also an executive director of PHL and a director of a number of subsidiaries of PHL. He had been appointed as a director of the Company since 3 May 2005 and resigned on 17 December 2007. Apart from the Company and PHL, he has not held any directorship in any other listed companies in the last three years.

Mr. To has entered into a service contract with the Company for a term of three years commencing on 21 May 2008, subject to his re-appointment by the Company at general meeting upon retirement by rotation pursuant to the bye-laws of the Company. Pursuant to the terms of the service contract and subject to approval by the Board, he will be entitled to a fixed sum of HK\$10,000 for each financial year of the Company as ordinary remuneration in respect of his capacity as a member of the Board. Apart from the directorship and his beneficial interests in PHL, a substantial shareholder of the Company, he does not have any personal relationship with any directors, senior management or any substantial or controlling shareholder of the Company.

As at the date of this announcement, Mr. To was deemed to be interested, within the meaning of Part XV of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong), in 1,730,000 shares and 500,000 share options of the Company and 1,860,000 shares and 307,500 share options of PHL.

There is no other information relating to Mr. To that is required to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and there are no other matters that need to be brought to the attention of holders of securities of the Company.

The Board takes this opportunity to welcome Mr. To to the Board.

After the appointment of Mr. To, the Board comprises the following directors:

Mr. Chan Chun Hoo, Thomas (Chairman and Executive Director), Mr. Chow Yu Chun, Alexander (Independent Non-executive Director), Mr. Lee Ching Kwok, Rin (Independent Non-executive Director), Mr. Novak, Lou Robert (Executive Director), Mr. To Shu Sing, Sidney (Executive Director), Mr. Yang, Victor (Independent Non-executive Director)

On behalf of the Board
CHAN Chun Hoo, Thomas
Chairman

Hong Kong, 21 May 2008

* *For identification purpose only*