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PLAYMATES TOYS LIMITED

彩星玩具有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

DATE OF BOARD MEETING

The board of directors (the "Board") of Playmates Toys Limited (the "Company") hereby announces that a meeting of the Board will be held at 21/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Friday, 21 August 2009 at 11:30 a.m. for the purpose of, inter alia, approving the interim results of the Company and its subsidiaries for the six months ended 30 June 2009 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, 11 August 2009

As at the date hereof, the Board of the Company 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*) and Mr. Yang, Victor (*Independent Non-executive Director*)

** For identification purpose only*