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PLAYMATES TOYS LIMITED

彩星玩具有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

UNUSUAL SHARE PRICE AND TRADING VOLUME MOVEMENT

This statement is made at the request of The Stock Exchange of Hong Kong Limited.

We have noted the increases in the price and trading volume of the shares of the Company today and wish to state that we are not aware of any reasons for such increases.

We also confirm that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under rule 13.23, neither is the Board aware of any matter discloseable under the general obligation imposed by rule 13.09, which is or may be of a price-sensitive nature.

A wholly-owned subsidiary of the Company has recently entered into a license agreement in relation to Michael Jackson ("**License Agreement**"). The Board is of the view that the License Agreement is not of price-sensitive nature.

Made by the order of Playmates Toys Limited the Board of directors of which, except Mr. Novak, Lou Robert (an executive director of the Company) who cannot be contacted at the time of this announcement, individually and jointly accept responsibility for the accuracy of this statement.

By order of the Board
Ng Ka Yan
Company Secretary

Hong Kong, 5 January 2010

As at the date hereof, the Board of directors 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*