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**PLAYMATES TOYS LIMITED**

彩星玩具有限公司\*

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 869)**

**RIGHTS ISSUE OF 347,750,000 RIGHTS SHARES AT  
HK\$0.30 EACH ON THE BASIS OF ONE RIGHTS SHARE FOR  
EVERY TWO EXISTING SHARES HELD ON THE RIGHTS ISSUE RECORD DATE  
PAYABLE IN FULL ON ACCEPTANCE**

**ISSUE OF BONUS WARRANTS  
IN THE PROPORTION OF 130 BONUS WARRANTS  
FOR EVERY 1,000 SHARES HELD ON THE BONUS ISSUE RECORD DATE**

**DESPATCH OF THE RIGHTS ISSUE DOCUMENTS**

The Board is pleased to announce that the prospectus dated 6 July 2010 (“**Prospectus**”) has today been despatched to the Rights Issue Qualifying Shareholders and the Bonus Issue Qualifying Shareholders, and for information only, to the Excluded Shareholders and Shareholders holding less than two Shares on the Rights Issue Record Date. The PALs and the EAFs have also been despatched today to the Rights Issue Qualifying Shareholders holding not less than two Shares on the Rights Issue Record Date only.

Reference is made to the joint announcements of Playmates Toys Limited (the “**Company**”) and Playmates Holdings dated 11 June 2010 and 17 June 2010 respectively, both in relation to, among others, the Rights Issue and the Bonus Warrant Issue.

Unless otherwise defined in this announcement, capitalised terms used herein shall have the same meanings as those defined in the Prospectus.

**DESPATCH OF THE RIGHTS ISSUE DOCUMENTS**

The Board is pleased to announce that the Prospectus has today been despatched to the Rights Issue Qualifying Shareholders and the Bonus Issue Qualifying Shareholders, and for information only, to the Excluded Shareholders and Shareholders holding less than two Shares on the Rights

Issue Record Date. The PALs and the EAFs have also been despatched today to the Rights Issue Qualifying Shareholders holding not less than two Shares on the Rights Issue Record Date only. The English and Chinese versions of the Rights Issue Documents are also available on the Company's website at <http://www.playmatestoys.com> and the Stock Exchange's website at <http://www.hkex.com.hk>.

**The Rights Issue is subject to, among other things, the Underwriting Agreement becoming unconditional and not being terminated on the occurrence of certain events including force majeure. The Bonus Warrant Issue is conditional upon the Listing Committee of the Stock Exchange granting the listing of, and permission to deal in the Bonus Warrants, and the New Shares which may fall to be issued upon exercise of the subscription rights attaching to the Bonus Warrants.**

**Rights Issue Qualifying Shareholders should take note that the latest time for acceptance of and payment for the Rights Shares and for application and payment for excess Rights Shares is 4:00 p.m. on Tuesday, 20 July 2010, subject to the effect of bad weather on the Acceptance Date. Details of the procedures for acceptance and payment thereof and the expected timetable for the Rights Issue and the Bonus Warrant Issue are set out in the Rights Issue Documents.**

By order of the Board  
**Playmates Toys Limited**  
**Ng Ka Yan**  
*Company Secretary*

Hong Kong, 6 July 2010

As at the date hereof, the Board of the Company comprises the following directors:

Mr. Chan Chun Hoo, Thomas (*Chairman and Executive Director*), Mr. Cheng Bing Kin, Alain (*Executive Director*), Mr. Chow Yu Chun, Alexander (*Independent Non-executive Director*), Mr. Lee Ching Kwok, Rin (*Independent Non-executive Director*), Mr. To Shu Sing, Sidney (*Executive Director*) and Mr. Yang, Victor (*Independent Non-executive Director*)

*\* for identification purpose only*