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PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code: 869)

POSITIVE PROFIT ALERT

This announcement is made by Playmates Toys Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (“**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (“**Board**”) wishes to inform shareholders of the Company and investors that a preliminary assessment of the financial results for the year ended 31 December 2012 indicated that the operating results of the Group have improved significantly and it is expected that a profit will be reported as compared to a loss for the year ended 31 December 2011. The improvement is mainly attributable to the positive market response to the new “*Teenage Mutant Ninja Turtles*” products launched in the second half of 2012.

The Company is in the process of preparing the financial statements of the Group for the year ended 31 December 2012. The information contained in this announcement is only a preliminary assessment by the Board and is not based on any figures or information audited or reviewed by the Company’s auditors. The Company is planning to announce the Group’s financial results for the year ended 31 December 2012 on 28 March 2013.

Shareholders of the Company and investors are advised to exercise caution in dealing in shares of the Company.

On behalf of the Board
Chan Chun Hoo, Thomas
Chairman

Hong Kong, 1 March 2013

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

Mr. Chan Chun Hoo, Thomas (*Chairman*); 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*)