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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 of the Company (“**Board**”) wishes to inform shareholders of the Company and investors that based on a review of the Group’s unaudited management accounts for the four months ended 30 April 2013, the revenue of the Group for the four months ended 30 April 2013 has increased substantially as compared to the corresponding period last year, attributable to continued strong sales of “*Teenage Mutant Ninja Turtles*” products. Sales of “*Teenage Mutant Ninja Turtles*” products only began in late second quarter of 2012. The Board expects the Company may report significant improvement in its operating results, including a profit for the period ending 30 June 2013 as compared to the loss for the corresponding period in 2012.

The information contained in this announcement is only a preliminary assessment by the Board based on the management accounts of the Group which have not been audited or reviewed by the Company’s auditors. The Group’s interim results for the six months ending 30 June 2013 are expected to be announced by the end of August 2013.

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

By order of the Board
Ng Ka Yan
Company Secretary

Hong Kong, 9 May 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*)