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PLAYMATES TOYS LIMITED

(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 11/F., The Toy House, 100 Canton Road, Tsimshatsui, Kowloon, Hong Kong on Wednesday, 26 March 2014 at 11:30 a.m. for the purpose of, inter alia, approving the annual results of the Company and its subsidiaries for the year ended 31 December 2013 and its publication and considering the payment of dividend, if any.

By order of the Board
Ng Ka Yan
Company Secretary

Hong Kong, 13 March 2014

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*)