



PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

11 September 2013

Dear Shareholders,

LETTER TO NEW REGISTERED SHAREHOLDERS – ELECTION OF LANGUAGE AND MEANS OF RECEIPT OF CORPORATE COMMUNICATIONS

We are pleased to enclose the 2013 Interim Report of the Company for your attention.

Pursuant to Rules 2.07A and 2.07B of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the bye-laws of the Company, we write to ascertain your preference as to which language and/or means of receipt of Corporate Communications in the future. You may choose:

- (1) to read and/or download all future Corporate Communications published on the Company's website at www.playmatestoys.com in place of receiving printed copies, and receive an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company's website; or
- (2) to receive the printed English version of all future Corporate Communications only; or
- (3) to receive the printed Chinese version of all future Corporate Communications only; or
- (4) to receive both the printed English and Chinese versions of all future Corporate Communications.

In support of environmental protection and for the purposes of saving printing and mailing costs, the Company recommends you to take advantage of accessing the Corporate Communications through the Company's website. To make your election, please complete and sign the enclosed reply form ("**Reply Form**") and return it by post (using the mailing label in the Reply Form) to the branch share registrars of the Company, Tricor Abacus Limited ("**Registrars**").

If the Company does not receive the completed and signed Reply Form from you by 11 October 2013 and until you inform the Registrars at any time by reasonable notice in writing, you will be deemed to have consented to accessing all future Corporate Communications posted on the Company's website, in lieu of receiving printed copies. Only an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company's website will be sent to you in the future.

Even if you have made your election, you are entitled to change your election of language and/or means of receipt of Corporate Communications at any time by reasonable notice in writing to the Registrars or by email to 869-ecom@hk.tricorglobal.com. If you have chosen to receive all future Corporate Communications by electronic means but for any reason have any difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send to you a copy of the Corporate Communications in printed form free of charge.

Please note that the English and Chinese versions of all future Corporate Communications will be available on the Company's website at www.playmatestoys.com and the website of The Stock Exchange of Hong Kong Limited at www.hkex.com.hk.

Should you have any queries in relation to this letter, please call the enquiry hotline at (852) 2980 1333 during business hours from 9:00 a.m. to 5:30 p.m. from Monday to Friday, excluding Hong Kong public holidays.

Yours faithfully,
For and on behalf of
Playmates Toys Limited
Ng Ka Yan
Company Secretary

Note: Corporate Communications means any document(s) issued or to be issued by the Company for the information or action of Shareholders as defined in Rule 1.01 of the Listing Rules.

