



PLAYMATES TOYS LIMITED

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

11 September 2013

Dear Shareholders,

LETTER TO EXISTING 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.

If you wish to change your choice of language and/or means of receipt of all future Corporate Communications, please complete and return the attached Request Form by post (using the mailing label in the Request Form) to the branch share registrars of the Company, Tricor Abacus Limited (“**Registrars**”).

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 at www.playmatestoys.com. If you have chosen to receive all Corporate Communications by electronic means, we will send you an e-mail notification or a printed notification letter of the publication of the Corporate Communications on the Company’s website.

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 or by e-mail at 869-ecom@hk.tricorglobal.com to the Registrars. If you have elected to access the Corporate Communications using electronic means but for any reason have difficulty in receiving or gaining access to the Corporate Communications, the Company will promptly upon your request send to you the Corporate Communications in printed form free of charge.

Please note that the English and Chinese versions of all Corporate Communications are 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.

