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This announcement is for information purpose only and does not constitute an invitation or offer to acquire, purchase or subscribe for shares or other securities of Playmates Toys Limited (the “Company”).

Unless defined otherwise, capitalized terms in this announcement shall have the same meanings as those defined in the listing document dated 31 December 2007 (the “Listing Document”) issued by the Company.



PLAYMATES TOYS LIMITED

彩星玩具有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code : 869)

LISTING BY WAY OF INTRODUCTION OF THE ENTIRE ISSUED SHARE CAPITAL OF THE COMPANY ON THE MAIN BOARD OF THE STOCK EXCHANGE OF HONG KONG LIMITED

Sponsor

WAG WORLDSEC CORPORATE FINANCE LIMITED

An application has been made to the Listing Committee of the Hong Kong Stock Exchange for the granting of listing of, and permission to deal in, the Shares in issue and any Shares which may be issued upon the exercise of any options which may be granted under the Share Option Scheme before it is being terminated. Dealings in the Shares on the Hong Kong Stock Exchange are expected to commence at 9:30 a.m. on Friday, 1 February 2008. Shares will be traded in board lots of 4,000 each.

Subject to the granting of the listing of, and permission to deal in, the Shares on the main board on the Hong Kong Stock Exchange and the compliance with the stock admission requirements of HKSCC, the Shares will be accepted as eligible securities by HKSCC for deposit, clearance and settlement in CCASS with effect from the commencement date of dealings in the Shares on the Hong Kong Stock Exchange or such other date as determined by HKSCC. All activities under CCASS are subject to General Rules of CCASS and CCASS Operational Procedures in effect from time to time.

The listing of the Shares on the main board of the Hong Kong Stock Exchange is by way of introduction only and there are no Shares being issued or sold to the public or investors for the listing.

Copies of the Listing Document which are issued in accordance with the requirements under the Listing Rules will be available for information purposes only during normal business hours, from Monday, 31 December 2007 up to and including Friday, 25 January 2008 at the office of WAG Worldsec Corporate Finance Limited at 6th Floor, New Henry House, 10 Ice House Street, Central, Hong Kong.

By order of the Board
Chan Chun Hoo, Thomas
Chairman

Hong Kong, 31 December 2007

As at the date hereof, the Board of Directors of the Company comprises the following directors:

Executive Directors:

Mr. Chan Chun Hoo, Thomas, Mr. Novak, Lou Robert, Mr. Soong, Ronnie

Independent Non-executive Directors:

Mr. Chow Yu Chun, Alexander, Mr. Lee Ching Kwok, Rin, Mr. Yang, Victor

* *For identification purpose only*

Please also refer to the published version of this announcement in South China Morning Post.