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## **PLAYMATES HOLDINGS LIMITED**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code : 635)**

### **NOTICE OF EXPIRY OF SUBSCRIPTION RIGHTS**

#### **ATTACHED TO THE WARRANTS 2010**

**(Warrant Code: 594)**

Subscription rights attaching to the Warrants will expire after 4:30 p.m. on Thursday, 14 October 2010.

The last trading day of the Warrants on the Stock Exchange will be on Monday, 11 October 2010. The latest time to exercise the Subscription Rights attaching to the Warrant is before 4:30 p.m. on Thursday, 14 October 2010.

The listing of the Warrants will be withdrawn from the Stock Exchange by the close of business on Thursday, 14 October 2010.

The board of directors of Playmates Holdings Limited (the "Company") wishes to remind holders (the "Warrantholders") of the existing warrants 2010 (warrant code: 594) (the "Warrant(s)") carrying rights to subscribe for new shares of HK\$0.10 each in the capital of the Company (the "Share(s)") at the subscription price of HK\$0.90 per Share (subject to adjustments) that in accordance with the terms and conditions of the instrument constituting the Warrants dated 9 April 2009 (the "Instrument"), **the subscription rights attaching to the Warrants (the "Subscription Rights") which have not been exercised will expire on Thursday, 14 October 2010.**

In respect of the expiry of the Subscription Rights, the Company has made the following arrangements regarding the dealings, transfers and exercise of the Warrants:–

- (1) **The last trading day of the Warrants on The Stock Exchange of Hong Kong Limited (the "Stock Exchange") will be on Monday, 11 October**

**2010** and trading of the Warrants on the Stock Exchange will cease after 4:00 p.m. on Monday, 11 October 2010. **The listing of the Warrants will be withdrawn from the Stock Exchange by the close of business on Thursday, 14 October 2010**, and an application has been made to the Stock Exchange for the withdrawal of listing of the Warrants with effect from the close of business on Thursday, 14 October 2010.

(2) Exercise of the Subscription Rights by registered holders of the Warrants

The registered holders of the Warrants who wish to exercise, in whole or in part, the Subscription Rights are requested to lodge the following documents with the Company's branch warrant registrars in Hong Kong, Tricor Abacus Limited at 26/F., Tesbury Centre, 28 Queen's Road East, Hong Kong (the "Warrant Registrars") by **no later than 4:30 p.m. on Thursday, 14 October 2010:-**

- (i) relevant duly completed and signed subscription forms prescribed for the Warrants (the "Subscription Forms");
- (ii) remittances for the requisite subscription moneys; and
- (iii) relevant Warrant certificates.

(3) Exercise of the Subscription Rights by non-registered holders of the Warrants

Person(s) who purchased and have not yet been registered as holders of the Warrants and who wish(es) to exercise in whole or in part of the Subscription Rights are required to lodge the following documents with the Warrant Registrars by **no later than 4:30 p.m. on Thursday, 14 October 2010:-**

- (i) relevant duly completed and signed Subscription Forms;
- (ii) remittances for the requisite subscription moneys;
- (iii) relevant Warrant certificates; and
- (iv) relevant duly executed and stamped forms of transfer and/or other documents of title.

- (4) Subscription Forms and other relevant accompanying documentation lodged with the Warrant Registrars after 4:30 p.m. on Thursday, 14 October 2010 will not be accepted.
- (5) Pursuant to the terms of the Instrument, shares arising as a result of the exercise of any Subscription Rights will be allotted and issued not later than 21 business days after the date of due exercise of the Subscription Rights and will rank pari passu in all respects with the then existing Shares in issue on the relevant date of exercise of the Subscription Rights.

The closing prices of the Shares and the Warrants as quoted on the Stock Exchange on 6 September 2010 (being the date prior to the date of this announcement) were HK\$2.44 per Share and HK\$1.48 per unit of Warrant respectively.

#### **ENTITLEMENT TO INTERIM DIVIDEND DECLARED ON 27 AUGUST 2010**

Holders of Warrants are reminded that if they wish to be entitled to the interim dividend (the “Dividend”) referred to in the Company’s 2010 interim results announcement of 27 August 2010, they should exercise the Subscription Rights attaching to their Warrants by lodging the completed Subscription Forms, together with the relevant certificates and subscription moneys with the Warrant Registrars no later than 4:30 p.m. on Friday, 17 September 2010.

Transferees of Warrants are also reminded that, in order to qualify for the entitlement of the Dividend, they should lodge completed Subscription Forms, together with the relevant certificates, transfer forms and subscription moneys with the Warrant Registrars not later than 4:30 p.m. on Friday, 17 September 2010.

**Holders and Transferees of Warrants who are in any doubt as to any action to be taken should consult their stockbroker or other registered dealer in securities, bank manager, solicitor, professional accountant or other professional adviser.**

By order of the Board  
**Playmates Holdings Limited**  
**Ng Ka Yan**  
*Company Secretary*

Hong Kong, 7 September 2010

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

Mr. Chan Chun Hoo, Thomas (*Chairman*), Mr. Cheng Bing Kin, Alain (*Executive Director*), Mr. Ip Shu Wing, Charles (*Non-executive Director*), Mr. Lee Peng Fei, Allen (*Independent Non-executive Director*), Mr. Lo Kai Yiu, Anthony (*Independent Non-executive Director*), Mr. To Shu Sing, Sidney (*Executive Director*), Mr. Tsim Tak Lung (*Deputy Chairman and Non-executive Director*) and Mr. Yu Hon To, David (*Independent Non-executive Director*)