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PLAYMATES INTERACTIVE ENTERTAINMENT LIMITED

(incorporated in Bermuda with limited liability)

APPOINTMENT OF DIRECTOR

Mr. Lam Yin Shing, Donald has been appointed as an executive director of the Company with effect from 12 September 2001.

The board of directors of Playmates Interactive Entertainment Limited (the "Company") is pleased to announce that Mr. Lam Yin Shing, Donald has been appointed as an executive director of the Company with effect from 12 September 2001.

By Order of the Board
Playmates Interactive Entertainment Limited
Tracy Fong
Secretary

Hong Kong, 12 September 2001

Please also refer to the published version of this announcement in Hong Kong iMail and Hong Kong Economic Times.