



# PLAYMATES HOLDINGS LIMITED

## 彩星集團有限公司\*

(Incorporated in Bermuda with limited liability)  
(Stock Code : 0635)

### ANNOUNCEMENT

The Company has noted reports in the media on 13 July 2005 in relation to the rumours that the Company has lost the toy license for the new feature film "King Kong".

The Company wishes to clarify that the master toy license entered into between Playmates Toys, a wholly owned subsidiary of the Company, and Universal Studios remains in full force and effect.

The Company has also noted the recent increases in the trading volume of the shares of the Company and wishes to state that, save as stated above, the Company is not aware of any reasons for such increases.

#### CLARIFICATION

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In June 2004, Universal Studios announced the appointment of Playmates Toys as the master toy licensee for Universal Picture's new feature film "King Kong". The announcement followed the execution of a license agreement between Universal Studios and Playmates Toys that granted Playmates Toys extensive rights to design, develop, market and distribute a wide range of action figures, accessories, playsets and role play toys based upon the film. The terms and conditions of this agreement remain in full force and effect. Playmates Toys and Universal Studios continue to work closely together in preparation for the October 2005 introduction of an extensive "King Kong" product line and in anticipation of the December 2005 worldwide release of the feature film "King Kong".

#### RULE 13.10 STATEMENT

The following statement is made at the request of the Stock Exchange:

The Company has also noted the recent increases in the trading volume of the shares of the Company and wishes to state that, save as stated above, the Company is not aware of any reasons for such increases.

The Company also confirms that there are no negotiations or agreements relating to intended acquisitions or realisations which are discloseable under Rule 13.23 of the Listing Rules, neither is the board of directors aware of any matter discloseable under the general obligation imposed by Rule 13.09 of the Listing Rules, which is or may be of a price-sensitive nature.

Made by the order of the board of directors of the Company of which individually and jointly accept responsibility for the accuracy of this statement.

#### DEFINITIONS

"Company"

Playmates Holdings Limited, a company incorporated in Bermuda with limited liability and the shares of which are listed on the Stock Exchange

"Listing Rules"

the Rules Governing the Listing of Securities on the Stock Exchange

"Playmates Toys"

Playmates Toys Inc., a wholly-owned subsidiary of the Company

"Stock Exchange"

The Stock Exchange of Hong Kong Limited

"Universal Studios"

Universal Studios Consumer Products Group

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

*Executive Directors:* Mr. Thomas Chan Chun Hoo (*Chairman*); Mr. Sidney To Shu Sing

*Independent Non-executive Directors:* Mr. Allen Lee Peng Fei; Mr. Anthony Lo Kai Yiu; Mr. David Yu Hon To

*Non-executive Directors:* Mr. Tsim Tak Lung (*Deputy Chairman*); Mr. Charles Ip Shu Wing

By order of the board  
**Playmates Holdings Limited**  
**Tracy Fong Yuk Yu**  
Company Secretary

13 July, 2005

\* For identification purpose only

*Please also refer to the published version of this announcement in South China Morning Post and Hong Kong Economic Journal.*