



Thursday, 6 November 2014

The Character Group plc (‘Character’ or ‘Group’)

Designers, developers and international distributors of toys, games and giftware

Character toys feature strongly in the Toy Retailers’ Association Top 12 2014 “DreamToys” listings

The Directors of Character are very pleased to announce that the Company has seen two products from its current portfolio featured by the Toy Retailers Association (TRA) in its **Top 12** listing of what is expected to be the most popular children’s toys for Christmas 2014 unveiled yesterday at the industry’s annual pre-Christmas **DreamToys** showcase event in London. In addition, seven other Character products featured in the full list of 72 products selected by a panel of leading UK toy retailers.

Leading the list for Character in the line-up are: the **Little Live Pets Bird Cage** (produced by Moose) and the **Minecraft Figures** (produced by Jazwares), both distributed exclusively in the UK and Eire by Character Options (the Group’s principal UK trading subsidiary). The other toys from Character’s portfolio named in the individually sector lists were: [RNS to add link to pdf sample images]

- ✓ **Minecraft Animal Mobs**
- ✓ **Peppa Pig Weebles Wind & Wobble Playhouse**
- ✓ **Peppa Pig Muddy Puddle Jumbo Jets**
- ✓ **ChillFactor Ice Cream Maker**
- ✓ **Teksta T-Rex**
- ✓ **Cra-Z-loom Bracelet Maker** (from the Shimmer ‘n Sparkle collection)
- ✓ **Cra-Z-Knit Ultimate Designer Knitting Station** (from the Shimmer ‘n Sparkle collection)

Jon Diver, Joint MD at Character Group, commenting on the announcement: *“We are delighted that once again Character’s products are strongly featured in the 2014 wish lists - this is a clear reflection of the strength of our current ranges which are at great price points and value for money”*

He added: *“We have a record number of nine inclusions in the full DreamToys list. This acknowledges our quality portfolio not only in individual products but more importantly across brands which highlight and underpins the strength and depth of Character’s portfolio.”*

The **official DreamToys listing** is independent and widely viewed as the most accurate prediction of the toys that will be in most demand this Christmas. Each year, a committee of toy industry professionals, including many retailers, create a list of what they consider to be the year’s DreamToys. DreamToys is an initiative organised and run by the TRA with support from the British Toy and Hobby Association and its members. The listing is the most accurate predictive list available and provides consumers with expert insight into what will be the most popular toys this Christmas.

Full details of the entire DreamToys 2014 list can be found at www.toyretailersassociation.com/dt2014.

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The TRA press releases and images can also be downloaded at <http://www.toyretailersassociation.co.uk/dt2014>

Notes to Editors:

DreamToys is a major media initiative run by the Toy Retailers Association and supported by members of the British Toy and Hobby Association. It also marks the real countdown to Christmas. In early November media representatives are invited to a central London venue to view the toys that have deemed to be the '*must have*' DreamToys for that Christmas. The list is decided on by a panel of retailers made up of large chains, large and small multiples and independent retailers. DreamToys also provides TRA members with a hook to start their own local Christmas countdown campaigns and feature toys that have been included in the list and appeared within the national media coverage. **[Twitter.com/dreamtoysuk](https://twitter.com/dreamtoysuk)**

The Toy Retailers Association (TRA) role is to inform and advise members on current and future legislation, as well as ethical practices in respect of toy safety, requirements under the Health and Safety Executive, consumer and employer rights. It acts as both a watchdog and persuader to ensure fair play for toy retailers and represents the toy retail sector on government panels and safety organisations in the UK & Europe. For more information please go to; www.toyretailersassociation.com.