

18 July 2014

The Character Group plc
("the Company")

Director's share dealing

The Company announces that it has received notification from Jonathan Diver (Group Marketing Director and Joint MD of the Company) that he has sold 150,000 Ordinary Shares of 5p each in the Company ("**Ordinary Shares**") at a price of 200 pence per share on 17 July 2014. On the same day, Mr Diver's personal pension scheme acquired 150,000 Ordinary Shares at a price of 200 pence each.

Pursuant to the transaction, Mr Diver's interest in the issued share capital of the Company remains unchanged at 1,026,003* Ordinary Shares (being approximately 4.82% of the issued share capital of the Company excluding 4,019,456 Ordinary Shares held in treasury).

(* including 551,867 Ordinary Shares held by Mr Diver's personal pension scheme)

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