



The Character Group plc

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

CHARACTER OPTIONS' PEPPA PIG STAGE PLAYSET UNVEILED AS A TOP TOY AT DREAM TOYS 2019

London: 14 November 2019: The Board of Character (AIM: symbol: CCT.L) is pleased to report that its principal trading subsidiary, Character Options Limited ("Character Options") has featured strongly in the prestigious best toys of the year wish list, the official "Dream Toys" list announced by the Toy Retailers Association (TRA) in London yesterday. The *Peppa Pig Stage Playset* made the official dream dozen and six further toys were named in the sector top toys round-up.

Jerry Healy, Group Marketing Director, The Character Group plc commented:

"Dream Toys is a tent pole in our annual marketing calendar and a culmination of months of work in creating awareness for the Character Options toy lines. We were delighted to once again be represented in the Dream Dozen with our new Peppa Pig 2019 products."

The *Peppa Pig Stage Playset* was introduced to the collection this year and had already been tipped as a top toy of the year at the London Toy Fair staged in January this year.

In addition to the Dream Dozen a further six toys were named as the most sought after in their sectors this Christmas. Amongst these from the Character Options portfolio were; *The Peppa Pig Big Red Car*, *Ballerina Dreamer Doll*, *Pokémon Power Action Pikachu*, *The Ultimate Hero Blazagon* from *Heroes of Goo Jit Zu* and two toys from the *Little Live* collection; new *Wraptiles* and the *Rainglow Unicorn Vet Set*.

Each year, the Toy Retailer Association (TRA) releases its "Dream Toys" listing which is based on the opinions of large chain retailers, small multiples and independent retailers across the UK. It is also the most independent and authoritative prediction of toys that will be the most sought after this Christmas.

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