

29 September 2014

The Character Group plc
(“Character Group” or the “Company”)

Director's share dealing

Character Group (AIM: CCT) announces that it was yesterday notified that Michael Hyde, Managing Director Far East Operations, purchased 9,681 Ordinary Shares of 5p each in the Company (“Ordinary Shares”) at a price of 215 pence per share on 26 September 2014.

Pursuant to the transaction, Mr Hyde's interest in the issued share capital of the Company is 209,681 Ordinary Shares representing approximately 0.97% of the issued share capital of the Company (excluding 4,019,456 Ordinary Shares held in treasury).

Enquiries:

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