



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

The Character Group plc
("Character Group" or the "Company")
Director's share placing

Character Group (AIM: CCT) announces that it has today been notified by Richard King, the Company's Executive Chairman that, in furtherance of the programme for an orderly sale of the majority of his interests in shares in the Company announced in the Company's half-yearly report on 30 April 2015, a placing has been conducted in the market on behalf of him and his connected parties of a total of 1,531,924 ordinary shares of 5 pence each in Character Group (the "Sale Shares").

1,009,308 of the Sale Shares were placed at 414.75p per share and the remaining 522,616 Sale Shares were placed at 415p per share. The Sale Shares represent approximately 7.36 per cent. of the Company's current issued share capital (excluding shares held in treasury).

Following completion of this transaction, Mr King retains an interest in 536,286 ordinary shares in the Company, representing approximately 2.58 per cent. of the issued share capital of the Company (excluding shares held in treasury).

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