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The Character Group

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

Toy Industry recognise Character Options with top Awards "Teksta® voted Toy of the Year & ChillFactor™ gets Lifestyle award"

The Board of The Character Group plc ('Character' or 'Group') is delighted to announce that **Teksta®**, the electronic puppy, distributed exclusively in the UK by Character Options Limited (the Group's principal trading subsidiary), has been voted **'Toy of the Year'**, at last night's Toy Industry Awards held at the Science Museum Kensington.

Last October, **Teksta®** was also named an official 2013 Dream Toy. In 2014 Character Options will be adding new friends for **Teksta®** including **Teksta Dalmatian** which will be in store in the Spring; this will be followed by other new members to the collection- **Teksta Kitty** and **Teksta T-Rex** and they will all have unique features.

It was a double celebration at the Awards ceremony last night, as the Group also picked up the **'Lifestyle Award'** for its innovative **ChillFactor™** Squeeze Cup Slushy Maker; one of the most sought after gadgets' last year. This best seller has sold well in excess of 500,000 units since its launch in May 2013. During the 2014 calendar, the **ChillFactor™** range will add new colourways and an exciting new product, the **Squeeze Cup Ice Cream Maker**.

The Toy Industry Awards, organised by the British Toy & Hobby Association, celebrate the best of the UK toy industry from both suppliers and retailers and this year's ceremony was held in conjunction with the 2014 Toy Fair (www.toyfair.co.uk). Now in its 61st year, the London Toy Fair is the only dedicated toy industry exhibition in the UK and is now currently running at Olympia, West London - exhibitors range from large internationals to new inventive start-up companies, providing visitors with a real insight into an innovative, dynamic and exciting industry.

Richard King, Executive Chairman at Character Group, commented:

*"To be recognised by the industry and receive the main Toy Industry award at last night's ceremony has delighted all of us at Character – the team is dedicated and focused, bringing to the market, innovative and exciting toys. **Teksta® and friends** clearly reflects this - it has been a very popular toy with the consumer and the retailers and, as we add to the range in 2014, we expect its popularity to continue and the range to be a winner again!"*

"This year we have unveiled a very strong range of products and a number of new additions to an already successful portfolio, all of which have received a great reception from our retail partners at the Toy Fair this week."

**To view Character's 2014 Toy Fair media pack, please follow the link to media room at www.thecharacter.com
High res images also available on request**

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Notes to Editors:

The Toy Retailers Association is the voice of toy retailers in the UK. Founded in 1950, the organisation promotes the role of the toy retailer and the value of toys to the consumer. It represents more than 90% of the toy trade, informing and advising members on current and future legislation, as well as ethical practices in respect of toy safety, requirements of the Health and Safety Executive, consumer and employment 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. In association with The British Toy & Hobby Association (BTHA), all Association members are Approved Lion Mark Retailers - that is they adhere to a strict Code of Practice on selling toys. www.toyretailersassociation.co.uk.

British Toy & Hobby Association (BTHA) was founded in 1944 to represent UK toy manufacturers. Today there are 140 members of the association that account for approximately 90% of the toys sold in the UK. Members sign up to a strict Code of Practice that follows, and in some instances goes beyond, UK legislation. www.btha.co.uk

Teksta images - courtesy of Character Options Limited



ChillFactor™ Squeeze Cup Slushy Maker

