



LONDON: Wednesday, 8 November 2017

The Character Group plc
(“Group”, “Character” or the “Company”)
Designers, developers and international distributors of toys, games and giftware

“2 in the Dream Toys Dozen for Character”

The Board of The Character Group plc (AIM: symbol: CCT.L) is very pleased to report that its principal trading subsidiary, Character Options Limited (“Character Options”) has once again featured strongly in the prestigious best toys of the year list, ‘**Dream Toys**’.

Each year, the Toy Retailer Association issues a highly-esteemed list of the ‘**Dream Toys**’ from its annual event in London. Based on the opinions of large chain retailers, small multiples and independent retailers across the UK, the **Dream Toys’ dream dozen** is regarded as the most informative insight into what children want for Christmas.

Dream Toys 2017 opened at 7am today (8 November 2017) and the **Dream Toys’ dream dozen** results announced, revealing that Character Options was once again amongst the successful 12 with both *Stretch Armstrong* and *Laser X* toys being in the top rankings.

In addition to the official top 12 Dream Toys, the event also sees the Toy Retailers Association announce other top lists, based on categories such as creative toys, pre-school and games. Character Options is also proud to have its, *Little Live Pets Ladybug*, *Little Live Pets My Dream Kitten*, and *Soundmoovz* products in these lists.

Jerry Healy, Group Marketing Director at Character, commented,

“We are delighted to once again feature so prominently at the Dream Toys event. The Original *Stretch Armstrong* continues to go from strength to strength and its confirmation as a Dream Toy reflects the success of the entire Stretch portfolio, which also includes *Vac Man*, *Fetch* and *Stretch Monster*. With *Laser X*, we have experienced a high volume of sales since its launch in summer and we expect it to be in the running as a top toy of the year.”

“Since the first Dream Toys in 2010, the winning toys have gone on to become the best-selling and most-wanted toys for Christmas, and Character Options has been foremost in the lists each year since”.

Jon Diver, Character’s Joint MD added:

“To be recognised once again and receive recognition for our products is fantastic for the Company – the team is dedicated to and focused on developing, marketing and distributing innovative and exciting toys that meet the high expectations that our customers and the consumer demand both in terms of quality and value.”

“We are having a great reception to our product portfolio from both the retailers and media. We have a great range of established brands and these will be added to by the introduction of new product lines, all of which we hope will deliver a very exciting season ahead for the business.”

Product ranges can be viewed at www.character-online.co.uk

ENQUIRIES

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FTSE sector: leisure: FTSE AIM All-share: symbol: CCT.L: Market cap: £87m

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