



THE CHARACTER GROUP PLC
("Character", "Group" or "Company")

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

Character named Supplier of the Year by UK Toy Industry Association

Company's service is recognised by retailers, in addition to picking up a Toy of the Year Award

LONDON: Thursday 24 January 2019: The Character Group plc (AIM: CCT) is delighted to announce that its principal trading subsidiary, Character Options Limited ("Character Options"), is celebrating two successes at the annual Toy Industry Awards at The London Toy Fair.

Each year the Toy Retailers Association announces at its annual awards ceremony at the London Toy Fair, not only which toys were most successful in the previous 12 months, but also which suppliers have performed best amongst their peers. At this year's gathering, Character Options was awarded the coveted "Supplier of the Year" Award for the excellent standard of service to its customers.

Jon Diver, Joint MD at Character, commented:

"The Character Options team strives to give the best possible service to its customers whilst also supplying the highest quality and most sought-after children's toys. We are delighted, therefore, to be recognised with this Supplier of the Year Award."

In addition, Soft 'n Slo Squishies was announced the winner of the Craze of the Year category. In an industry where trends are so dominant this brand was a top performing item and one of the best sellers for Character Options in 2018.

Two further Character Options brands received recognition with nominations in the categories; Peppa Pig in pre-school and Bubbleez as another brand in the craze category.

To watch the interview with Character discussing the ranges being shown at the Toy Fair please follow this link:

<https://www.brrmedia.co.uk/broadcasts-embed/5c489294fb847413cc05168e/copied-from-5a69be0bcb01c41c2f977ee1?popup=true>

The Character Group plc

FTSE sector: leisure:

FTSE AIM All-share: symbol: CCT.L

Market cap: £112m

Email: info@charactergroup.plc.uk

Group website: www.thecharacter.com

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

To find out more about PROXY, please visit the website at <https://www.proxyas.com>.

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