

11 July 2016

The Character Group plc
("Character Group" or the "Company")

Director's share dealing

Character Group (AIM: CCT) the designer, developer and international distributor of branded toys, games and giftware, has been notified that David Harris, non-executive Director, has today purchased 3,000 Character Group ordinary shares at a price of 440p per share.

Following this purchase, Mr Harris' shareholding in the Company has increased to 51,403 ordinary shares, which represents approximately 0.24% of the Company's issued voting share capital.

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