



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

Issued on behalf of The Character Group plc

Date: Wednesday, 15 July 2015

The Character Group plc
(*"Character" or the "Company"*)
Directorate Obituary

It is with sadness that the Board of Character announces the untimely passing on Sunday, 12 July 2015 of Lord Birdwood.

Lord Birdwood joined the Board in September 1995 as an Independent Non-Executive Director.

Richard King, Executive Chairman, the Character Group commented:

"On behalf of my Board, colleagues and all stakeholders I extend to Lord Birdwood's family and friends our deepest sympathy at a very difficult time.

"Mark was a friend and a respected and valuable member of the Character Board. Over the last 20 years we have been able to access his knowledge and commercial skills which have contributed to Character's overall development.

"We shall miss his humour and wise counsel."

Enquiries:

The Character Group plc

Kiran Shah, Group Finance Director and Joint MD

Mark Dowding, Company Secretary

Tel: +44 (0) 208 329 3377

www.thecharacter.com

Ticker: AIM: CCT

Charles Stanley Securities

(Nominated Adviser)

Russell Cook

Tel: +44 (0) 207 149 6000

TooleyStreet Communications

(IR & media relations)

Fiona Tooley

Tel: +44 (0) 7785 703523