



THE CHARACTER GROUP PLC

("Character", "Group" or "Company")

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

Two Toy of the Year Awards for Character

London: Wednesday 24 January 2018: The Character Group plc (AIM: CCT) is delighted to announce that its principal trading subsidiary, Character Options Limited ("Character Options"), is celebrating not one, but two, successes at the annual Toy Industry Awards held last night (Tuesday 23 January 2018) at The London Toy Fair.

Each year the Toy Retailers Association comes together to announce which toys were most successful in the previous 12 months, with several awards being granted within their own categories. Character Options was announced the winner of two: **Best Electronic Toy** for the **Laser X Dual Pack**, manufactured by NSI International Inc., and **Best Action Toy** for **The Original Stretch Armstrong** manufactured under licence from Hasbro. Each of these toys were also awarded the status of Dream Toys in November 2017.

Jerry Healy, Group Marketing Director, said;

"The Toy Industry Awards night is a very important occasion as it gives credit to the 'best in class' toys of the previous year. Everyone at Character is therefore delighted to once again be awarded two of these important accolades."

Jon Diver, Joint MD at Character, added ;

*"The success also signifies the prospects for the year ahead of these two brands. **Laser X** was successful from the moment it launched last July and, this year we will be extending the brand with two further toy lines, the **Laser X Battling Tower** and the **Laser X Long Range Blaster**. **Stretch Armstrong** has now developed into a full product range of characters, including iconic figures from the past, **Vac Man** and the **Stretch Monster** and is one of Characters' fastest growing brands."*

Kiran Shah, Joint MD at Character, also commented:

"The London Toy Fair this week is proving to be another great expo for us -we are currently exhibiting our full range of 2018 products and the feedback we are receiving from customers and trade visitors to the London Toy Fair is very encouraging. We are confident that the performance of our core ranges and these new introductions will result in further growth in demand for our products, in the calendar year ahead."

ENQUIRIES:

The Character Group plc

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FTSE sector: leisure:

FTSE AIM All-share: symbol: CCT.L

Market cap: £96m

Copies of this statement can also be viewed at www.thecharacter.com

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

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- **Best Electronic Toy** for the **Laser X Dual Pack**, manufactured by NSI International Inc. and
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