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ASX ANNOUNCEMENT

13 June 2006

BRAINYTOYS APPOINTMENT OF USA-BASED LICENSING AND MARKETING EXPERT

Brainytoys Limited (ASX Code: BRT) (**Brainytoys**) is pleased to announce the appointment of USA-based Mr Rand Brenner as a specialist Licensing and Marketing consultant.

Mr Brenner will help the Company spearhead the expansion of a fast growing segment of its business, that of licensed property product development.

Rand Brenner has over 20 years experience in marketing consumer products and services, entertainment licensing, sales, advertising, and promotions.

He has developed licensing and promotional agreements with Fortune 1000 companies including Hewlett Packard, Kellogg's, Bandai America, Hasbro, Quaker Oats, Pepsi, and others.

Mr Brenner was formerly Vice President of Licensing and Merchandising for Saban Entertainment, one of the largest independent producers of children's television programming. Key among the properties he licensed was the Mighty Morphin' Power Rangers TV show (a worldwide licensing phenomenon) and two Power Rangers Movies (produced in conjunction with 20th Century Fox Film Corporation).

Mr Brenner's experience also includes the licensing of theatrical, animation, and television and publishing properties at Warner Bros. Consumer Merchandise division. Among the high level licensing programs were: The motion pictures Batman, Batman II and animated programs such as Looney Tunes (i.e. Bugs Bunny), and Tiny Toon Adventures (a Steven Spielberg-Warner Bros. creation).

Mr Brenner also has extensive advertising experience that includes account management with Ogilvy & Mather Advertising, where he managed Mattel's Hot Wheels brand, and at NW Ayer Advertising, where he supervised the media planning for several consumer products accounts including Yamaha Electronics, Toshiba (Computers) and Host International Restaurants.

Mr Brenner attended California State University in San Jose (CA) where he received a Bachelor of Arts degree in Advertising before matriculating to Pepperdine University from which he obtained a masters degree in Business Administration. Mr Brenner currently resides in Los Angeles, California.

Brainytoys Managing Director Mr Alex Aguero said:

"We are very pleased to have secured Mr Brenner's services.

Licensed products represent 30% of the toy industry (Source: NPD Market Reports).

Nearly all the products developed by Brainytoys have significant potential as licensed properties, and the Company is developing an extensive portfolio of products to use licensed properties.

Mr Brenner's substantial expertise at the highest levels in the fields of Licensing, Advertising and Marketing will add significant value to Brainytoys as we develop the Company's business in this exciting and lucrative segment of the Toy and Game business."

Mr Brenner said:

"Brainytoys has developed an impressive portfolio of innovative technologies that brings some new twists to several toy categories. Licensing offers some great opportunities for Brainytoys to utilise these technologies in creating a line of exciting products for both boys and girls. I'm very pleased to be working with Brainytoys, and look forward to expanding the company's business into the licensed product categories."

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For further information contact:

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