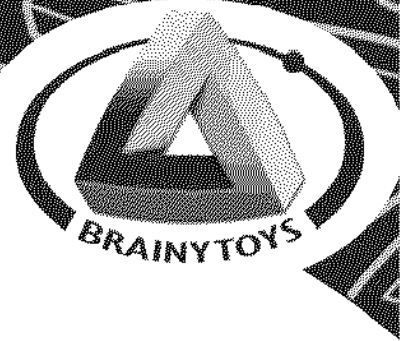




ASX ANNOUNCEMENT

4 May 2007

BRAINYTOYS APPOINTS FORMER HASBRO TOYS PRESIDENT MR LARRY BERNSTEIN

Brainytoys Limited (ASX Code: BRT) (**Brainytoys**) is pleased to confirm the appointment of USA-based **Mr. Larry Bernstein**, a former President of US-based Hasbro Toys, as a specialist advisor and consultant to Brainytoys.

Brainytoys is increasing its business activities in the USA toy market, which is Brainytoys' prime target market and which accounts for approximately 50% of the world's toy sales.

Mr. Bernstein brings a significant amount of experience at the very highest levels of management in the US toys and games industry.

Mr. Bernstein's record of major achievements at Hasbro, the world's second largest toy company and listed on the New York Stock Exchange (NYSE: "HAS"), is worthy of particular note:

- Vice President Marketing Hasbro 1978-1980,
- Snr Vice President Corp Sales 1981-1991,
- Executive VP Hasbro Corp 1979-1994
- President Hasbro Toy Div (\$400 million unit) while still Exec VP Corp 1991-1994.

Mr. Bernstein's career at Hasbro spanned 19 years.

When he and his group took the helm at the Hasbro Toy Division in 1978 sales were \$77 million in volume and losing \$7 million per annum.

Mr. Bernstein's group turned the company around taking sales to \$600 million and delivering double digits to the profit line.

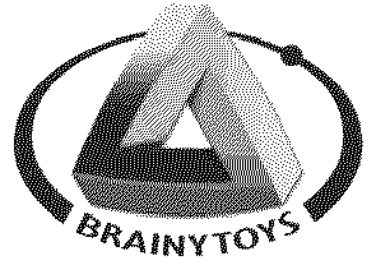
This performance set the stage for Hasbro's eventual growth to over US \$3 billion in current sales per annum, and its position as the world's second largest toy company.

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Mr. Bernstein will facilitate in the expansion of Brainytoys' business in the US and North American markets by providing high-level toy industry management, product, and marketing advice at both tactical and strategic level.



Mr. Bernstein is well acquainted with the management dynamics of a fast growing listed toy company, and his involvement with Brainytoys will greatly enhance the company's potential.

Mr. Bernstein will join Brainytoys' other USA-based Consultant, Mr. Rand Brenner, who has been responsible for the implementation of the Company's substantial and growing licensing program.

Brainytoys Managing Director Mr Alex Aguero said:

"We are very pleased and honoured to have obtained the services of Mr. Bernstein. His record at Hasbro Toys is stellar and of specific relevance to Brainytoys' current activities in the US market. I have always been impressed by Mr. Bernstein's profound knowledge of all levels of the toy industry – its systems, its players, and the markets."

"With an over 50% share of the world's toy sales, the US is the number one target market in the world for Brainytoys. The specific knowledge of this market and toy industry expertise that Mr. Bernstein brings to Brainytoys will be of great value to our Company", said Mr Aguero.

ENDS

4 May 2007

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