

ASX ANNOUNCEMENT

18 September 2007



BRAINYTOYS SHIPS FIRST PRODUCTS

Brainytoys Limited (ASX Code: BRT) (Brainytoys) is very pleased to announce its first product shipments have successfully left Chinese ports. The containers are destined for Australia and the United States (US) carrying the MemoToys range of Thomas the Tank Engine, The Wiggles, and Bee Movie products (see pictures below).



Brainytoys expects to ship more containers over the coming weeks.

Three more new products are scheduled to start coming off the contract production lines over the September/October period.

These include further Bee Movie products, and the first of a growing range of Little Golden Books products (see pictures below).



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In addition, further products are expected to commence production in September/October.

“This is a key milestone for Brainytoys as we move to execute the most important phase of our operations, generating and fulfilling sales orders and the shipping of our products to a growing number of world wide customers.” said Mr Alex Aguero, Brainytoys’ Managing Director.

ABOUT BRAINYTOYS LIMITED

Brainytoys (www.brainytoys.com), headquartered in Perth Western Australia, is a global toy and games Development Company with a growing portfolio of products targeting various segments of the world’s toys and games industry, with an emphasis on electronics and software technology.

Listed under the Australian Stock Exchange (ASX) symbol BRT in March 2005 as the first and only public toys and games development issue on the Australian Stock Exchange, Brainytoys is emerging as a highly praised source of creative, innovative, new generation products for the world’s toys and games markets and global consumers.

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