



ASX ANNOUNCEMENT

28 November 2007

APPOINTMENT OF LARRY BERNSTEIN - FORMER PRESIDENT OF HASBRO TOY DIVISION - AS BRAINYTOYS DIRECTOR

Brainytoys Limited ("BRT") is pleased to announce the appointment of Mr Lawrence (Larry) Bernstein as a non-Executive Director, with effect from 03 December 2007.

Mr Bernstein is a former President of Hasbro Toy Division (the world's second largest toy company with annual sales exceeding US\$3 billion). Mr Bernstein's career at Hasbro spanned 19 years, culminating in an impressive business turnaround in revenues and profits.

It is proposed that subject to BRT shareholder approval at a meeting to be convened in due course, Mr Bernstein be offered 1 million 5 year options in BRT exercisable at 20 cents per share.

ENDS

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