

ASX ANNOUNCEMENT

16 July 08



BRAINYTOYS' MARSHMALLOW LINE APPROVED FOR IMPORTATION AND SALES TO AUSTRALIA, NZ, UK AND EUROPEAN UNION MARKETS

Brainytoys Limited ("BRT" "Brainytoys") is pleased to announce that, after a lengthy process, its Marshmallow Shooter line has received the necessary Safety, Custom Certifications and Approvals required for importation and sales into the following countries and markets:

- **Australia**
- **New Zealand**
- **UK**
- **European Union**

Sales to these markets have not been factored into our current group sales projections for calendar 2008 but are expected to be significant in calendar 2009.

Brainytoys is also pleased to confirm that it was recently advised that the Marshmallow Shooter products also passed a stringent set of in-house tests run by **Toys"R"Us** in the US.

These tests and certification processes are conducted to test products against a full set of world safety standards and are required as a pre-cursor to launching product lines across the world-wide **Toys"R"Us** sales network.

ENDS

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