

## ASX ANNOUNCEMENT



1 March 2007

### LICENSING AGREEMENT WITH DREAMWORKS ANIMATION SKG™ FOR TOY LINE BASED ON “BEE MOVIE”

**Brainytoys Limited** (ASX Code: BRT) (Brainytoys) is pleased to announce that it has signed a Licensing Agreement with **DreamWorks Animation SKG™** (DreamWorks) the creators of the **Shrek** movies - <http://www.dreamworksanimation.com/>

The Licensing Agreement allows Brainytoys to produce and distribute a range of electronic toys for sale in the US Markets based on the upcoming DreamWorks animated movie: **Bee Movie** - <http://www.beemovie.com/>

“We are delighted and honoured to be partnering with DreamWorks, a major force in the movie business, to work on this very exciting project.” said Alex Aguero Brainytoys’ Managing Director.

**Bee Movie** is programmed for release in the US in November 2007.

#### ABOUT BRAINYTOYS LIMITED

Brainytoys ([www.brainytoys.com](http://www.brainytoys.com)), headquartered in Perth Western Australia, is a global toy and games development company with a growing portfolio of over 50 products targeting various segments of the world’s toy and game 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 toy and game 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 toy and game markets and global consumers.

#### ENDS

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