



ASX

AUSTRALIAN SECURITIES EXCHANGE

ASX Circular

Date: 25 March, 2010

Key topics

1. Brainytoys Limited
2. Reorganisation of Capital
3. Consolidation
4. ASX Code: BRT

Reading List

Client Advisers
 Compliance Managers
 Corporate Advisory
 DTR Operators
 Issuers
 Institutions
 ASTC Participants
 Operations Managers (back office)
 Research Analysts
 Share Registries
 ACH Participants

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BRAINYTOYS LIMITED - REORGANISATION OF CAPITAL

Participating Organisations are advised that the reorganisation of capital of Brainytoys Limited (the "Company") will become effective on Friday, 26 March 2010.

The reorganisation is by way of consolidating every five ordinary fully paid shares in the capital of the Company into one fully paid ordinary share.

Options will be similarly reconstructed with an exercise price of \$1.00.

Fractions will be rounded up.

The following timetable will apply.

24 March 2010	Shareholder approval.
26 March 2010	Trading would normally commence in the reorganised securities on a deferred settlement basis. ASX Code :BRTDA – Ordinary Shares BRTDB – Options
1 April 2010	Last day for the Company to register transfers on a pre-reorganisation basis.
6 April 2010	First day for the Company to register securities on a post reorganisation basis.
7 April 2010	Despatch date. Deferred settlement trading would normally end. ASX Code :BRT – Ordinary Shares BRT0 – Options

The securities of the Company remain suspended.