

**PITCHER PARTNERS**

ACCOUNTANTS AUDITORS & ADVISORS

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Fax to:	ASX	Attention:	Company Announcements
Fax No:	1300 135 638	From:	Mrs Tracey Morandin
Pages including this:	2	Date:	2 December 2009

Subject: BRAINYTOYS LIMITED ACN 001 894 033 (ADMINISTRATOR APPOINTED) ("the Company")

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Message:

Dear Sir/Madam

**BRAINYTOYS LIMITED ACN 001 894 033 (ADMINISTRATOR APPOINTED)
("the Company")**

I advise that Mr Bryan Hughes was appointed as Administrator of the Company on 1 December 2009.

I do not have access to the Company's ASX log in details, therefore I would appreciate if you would submit the attached company announcement on the Company's behalf.

Should you have any questions in this matter, please telephone me.

Kind Regards

Tracey Morandin
For and on behalf of
Bryan Hughes
Administrator

**PITCHER PARTNERS**

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**BRAINYTOYS LIMITED
(ADMINISTRATOR APPOINTED)
ACN 001 894 033
(the Company)**

On 1 December 2009, the secured creditor of the Company, Noble Investments Pty Ltd ACN 007 998 914 appointed Mr Bryan Hughes of Pitcher Partners as Administrator of the Company pursuant to Section 436C of the Corporations Act 2001.

The Company ceased trading operations in approximately November 2008. During the Administration process I will fully explore all options for the Company, including the potential sale of its operations and/or a restructure and recapitalisation of the Company.

Pitcher Partners have significant expertise in and have successfully restructured and recapitalised more ASX listed Companies using the Voluntary Administration process than any other accounting firm in Australia.

Shareholders are asked not to contact the Company or the Administrator at this time please. A more detailed information release to the ASX will follow shortly giving indicative timeframes for the Administration process.

BRYAN HUGHES
Administrator