

19 August 2015

The Character Group plc
("Character Group" or the "Company")

Director's shareholding

Character Group (AIM: CCT) announces that it has today been notified by Cedarberg Investments Limited (a company in which Richard King, the Company's Executive Chairman, is beneficially interested) has today sold 176,120 Character Group ordinary shares, representing approximately 0.84% of the Company's issued voting share capital, at a price of £5.30 per share. The Company has also been notified today that The TOPS Pension Fund (in which Richard King is also beneficially interested) has today acquired 176,120 Character Group ordinary shares at a price of £5.30 per share.

Mr King's interests in Character Group shares, accordingly, remain unchanged at 336,286 ordinary shares, representing approximately 1.61% of the Company's issued voting share capital.

The Character Group plc
Kiran Shah, Group Finance Director & Joint MD
Mark Dowding, Company Secretary

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