



AG PROPERTIES NEWS HALLOWEEN EDITION

OCTOBER 2007
ISSUE 1

AMERICAN GREETINGS PROPERTIES, 12 W. 31ST ST, 12TH FLOOR, NEW YORK, NY 10001

PRETTY FREEKIN SCARY IS EXCLUSIVELY AT WAL-MART STORES THROUGH OCTOBER!



Pretty Freekin...AWESOME!

AG Properties is excited to announce that its new teen lifestyle brand, Pretty Freekin Scary™, is available exclusively at Wal-Mart stores during the month of October.

Collect this season's must-have Halloween line of accessories, stationery, novelties and books from Pretty Freekin Scary™. Perfect for anyone with a taste for the unique and strange. The first and second chapter books, launched in September are flying off the shelves and many retailers have already pre-ordered the Spring 08' book collection from Penguin Publishing.

Madballs on the Today Show

Madballs product on shelves starting Black Friday! Toys are already getting tons of buzz including the Today Show's Classic Toy Segment! TV advertising is planned for Spring '08.



CBS Block Ratings Continue to Soar

Strawberry Shortcake & Care Bears debut as the highest rated shows on the new CBS Saturday morning Kewlopolis block. Be sure to watch out for their DVDs out this fall.

Don't miss out on the newest addition to the CBS block - the Sushi Pack. The pack features lots of raw action, fishy plots, and delicious humor!

New on DVD!

Care Bears Oopsy Does It! DVD released October 23rd supported by a multimillion dollar campaign generating over 2 Billion impressions! All new entertainment- inspired products on shelf now! Next up, the Care Bears will be a featured float in the Macy's Thanksgiving Day Parade as part of the year long 25th Anniversary celebration of America's favorite bears!

Strawberry Shortcake Let's Dance DVD released October 2nd, Supported by a national print, online and TV ad campaign generating over 50 million impressions, will carry a full line of Let's Dance product launching in stores now! Be on the look-out for a major QSR promotion for Holiday 2007!

Holly Hobbie & Friends' fourth DVD release, Best Friends Forever, hit shelves on September 18th supported by print and online advertising as well as airings on Nick Jr. and the Noggin. New video game from Majesco hitting shelves this Fall.



Visit us at

agkidzone.com