

## **American Greetings Properties Expands Care Bears™ Apparel Program in the UK**

New York, NY, April 13, 2011 – As the Care Bears™ continue to delight fans around the globe, American Greetings Properties (AGP), the intellectual property and outbound licensing division of American Greetings Corporation (NYSE: AM) today announced two apparel deals for the brand in the UK. Somerbond and Trademark Products join an already impressive roster of apparel licensees that have been thriving in the region.

Somberbond will be launching a range of fashion nightwear, loungewear, and underwear in a number of high street fashion stores and fast moving fashion retailers such as Primark and Pennies. Trademark Products has renewed their contract to supply the entertainment and online retail sector, such as HMV and Play.com with edgy and humorous prints on both t-shirts and sweats.

“The Care Bears core values of caring and sharing have a universal appeal, transcending age and continent,” said Carla Silva, Vice President Global Licensing for American Greetings Properties. “We are thrilled with the work our partners have done to expand the brand’s reach and provide exciting products to our many fans throughout the United Kingdom.”

Somberbond and Trademark Products join many other UK Care Bears teen and adult licensees like Famous Forever, which sells high-end fashion t-shirts and hooded tops for Trufflesuffle.co.uk and in select fashion boutiques.

Millions of Care Bears have been sold since their relaunch in 2002, bringing in a new generation of fans and generating more than \$2.6 billion in global sales. For more information on the huggable world of the Care Bears visit [www.CareBears.com](http://www.CareBears.com)

### **About American Greetings Corporation**

For more than 100 years, American Greetings Corporation (NYSE: AM) has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships. The Company’s major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has one of the largest collections of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc. (the Company’s online division). In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.6 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit <http://corporate.americangreetings.com>.

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