

BioWorld To Launch New and Classic Strawberry Shortcake Apparel in U.S. **BioWorld Merchandising signed licensing agreement to create Strawberry Shortcake apparel**

FOR IMMEDIATE RELEASE:

January 2011 - Burbank, CA; CPLG, Cookie Jar Entertainment's licensing arm and global licensing agent for Strawberry Shortcake™, along with American Greetings Properties, the intellectual property and outbound licensing division of American Greetings Corporation (NYSE: AM), announced today that they have signed a licensing deal with BioWorld Merchandising. Through the licensing deal BioWorld will create apparel and accessory lines for the Strawberry Shortcake brand with her classic look from the 1980's and her new CGI-animated look from the TV series *Berry Bitty Adventures*, which airs on The Hub.

Strawberry Shortcake product lines will feature collections of T-shirts, long and short sleeved tops, fleece, headwear, cold weather knits, bags, wallets of all types and hosiery. The Classic Strawberry Shortcake collections will be available in stores March 2011 and are aimed at tween, teen and young adult girls. The New Strawberry Shortcake collections will be available in stores in July 2011 and are aimed at girls ages two to seven. The Classic Strawberry Shortcake apparel will initially be sold in specialty stores, while the New Strawberry Shortcake apparel will be sold in mid-tier and mass-market retailers.

"Strawberry Shortcake is such an exciting brand to work on," says Jennifer Staley, VP Licensing at Bioworld Merchandising. "It's rare to have one brand with so much history and still be very modern. The classic Strawberry Shortcake art has so much appeal for young women and the new Strawberry Shortcake is a wonderful update for today's girl. The apparel and accessory product lines that we have created really capture the personality of Strawberry Shortcake and there are lots of extra details, like strawberry scented t-shirts, that girls are going to love."

"Bioworld is much more than a licensee; they are a strategic partner that will deliver a range of goods from apparel to headwear and cold weather accessories to wallets and bags," says Cindy Davis, SVP Domestic Licensing at Cookie Jar's CPLG Division. "They have a talented creative team and some of the best retail relationships in the business. There is no doubt that Bioworld will prove to be a key partner for this timeless brand."

For 30 years Strawberry Shortcake has been a favorite with little girls and moms alike, teaching wholesome values, going on fantasy adventures and proving that little girls can do big things. Created and owned by American Greetings Corporation, Strawberry Shortcake has generated more than \$3.2 billion in worldwide retail sales since the brand's re-launch in 2003. For more information about Strawberry Shortcake and her magical fruit-filled world, visit www.strawberryshortcake.com or Facebook at www.facebook.com/strawberryshortcake.

About American Greetings Properties

American Greetings Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie and Madballs, as well as new properties Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online at www.agkidzone.com. For more information on AGP, visit www.agpbrands.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 the largest collection of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc. (the Company's online division). AG Interactive also offers digital photo sharing and personal publishing at PhotoWorks.com and Webshots.com and provides a one-stop source for online graphics and animations at Kiwee.com. 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>.

About Cookie Jar Entertainment

The Cookie Jar Group of Companies is one of the world's leading independent entertainment and consumer products companies with offices around the globe. Cookie Jar Entertainment is a leader in the creation, production and marketing of animated and live-action programming. Its library of nearly 6,000 half-hour episodes of television features some of the world's most recognizable series including *Caillou*, *Inspector Gadget*, *Arthur*, *The Doodlebops* and *Johnny Test*. The company controls Cookie Jar TV, the weekend morning block on CBS, and has a one-third interest in international children's television channel KidsCo. Cookie Jar Entertainment's Jaroo.com is the premiere web video destination for kids with the largest independent selection of full-length children's TV series and movies online. Copyright Promotions Licensing Group, (CPLG) Cookie Jar's full-service international licensing agency, represents numerous entertainment, sport and design brands such as Strawberry Shortcake, Richard Scarry, St. Andrews Links, Lucha Libre and Skelanimals. For more information, please visit www.cjar.com.

About BioWorld Merchandising

Bioworld Merchandising is an industry leader in apparel, headwear, bags, small leather goods and casual footwear with global distribution in all levels of retail. Bioworld specializes in brand extension across categories through innovative product development and merchandising sensibilities. With over 10 years in the business, Bioworld is the vendor of choice for licensors and retailers. Bioworld's diverse license offering includes premier brand names, music groups, entertainment properties and action sports licenses. For more information, visit www.bioworldmerch.com.

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