

American Greetings Properties and Cookie Jar Recognize Exim Licensing Group with the Berry Best Licensing Agent Award

(New York, NY – December 2010) American Greetings Properties (AGP), the intellectual property and outbound licensing division of American Greetings Corporation, (NYSE: AM) and Cookie Jar Entertainment have recognized the Exim Licensing Group with the Berry Best Licensing Agent Award for their dedication and effort in building the Strawberry Shortcake Program in Brazil.

Through its work, the Exim Licensing Group has made great strides for the beloved character in Brazil generating significant licensee and retailer partnerships.

Today there are more than 65 licensees in the region spanning all major product categories, and Strawberry Shortcake products can be found in hundreds of retail locations. The character is so popular, in fact, that retailers in Brazil recently named her the number one girl's brand.

"We are very grateful for the work that the Exim Licensing Group has done for us and we're proud to honor them with this recognition," said Carla Silva, vice president of global licensing, American Greetings Properties. "Exim has helped us to grow the Strawberry Shortcake brand considerably in the Latin American region and we are excited to continue to work with them to bring Strawberry to her fans in all new ways."

"This recognition is a testament to the perseverance and hard work of the Exim Group," said Rodrigo Pizá, vice president, sales, Cookie Jar Entertainment Inc. "The groups' dedication and innovative thinking have helped to build one of the most impressive licensing programs in the world."

Now celebrating 30 sweet years, Strawberry Shortcake is a favorite with little girls and moms alike, teaching wholesome values, going on fantasy adventures and proving that little girls can do big things. Keeping with contemporary nutritional concerns, both Strawberry Shortcake and her magical home, Berry Bitty City, reflect a fruit-friendly atmosphere. She and her friends show their independence by running shops, including her Berry Café where they meet for smoothies and fun times. For more information on Strawberry Shortcake, visit www.strawberryshortcake.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 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, Popples 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.