



AMERICAN GREETINGS PROPERTIES AND DQ ENTERTAINMENT TO CREATE ANIMATED TV SERIES WITH ENGAGING NEW PRE-SCHOOL ENTERTAINMENT PROPERTY

MARYOKU YUMMY

NEW YORK, NY – June 20, 2007 – American Greetings Properties, the intellectual property and outbound licensing division of American Greetings Corporation, has signed a co-production deal with DQ Entertainment to create a new television series for the *Maryoku Yummy* property. In total 52, 11- minute, episodes will be created.

Jymn Magon, creator, writer and editor of top ranking television series like *Duck Tales*, *Rescue Rangers*, and *Winnie The Pooh*, has been retained to create the episode scripts and oversee the overall direction of the *Maryoku Yummy* series.

DQ Entertainment along with American Greetings Properties will co-produce the animated series. DQ Entertainment will hold entertainment distribution rights for broadcast and home video of *Maryoku Yummy* in France and India. They will also have all the merchandising rights in India. American Greetings Properties will retain rights for the rest of the world. American Greetings Properties is currently in discussions with several broadcasters to debut the series in Fall 2008.

Who is *Maryoku Yummy*? Have you ever made a wish when blowing out your birthday candles? Or, wished upon a shooting star? Ever wonder where those wishes went? *Maryoku Yummy* will answer the universal question of where do wishes go. Targeted to children age two to five, the animated series follows Maryoku, an adorable “Yummy” who lives in a quirky, fantastical world where all children’s wishes go to be granted.

According to Jeffrey Conrad, Studio Chief at American Greetings Properties, and creator of *Maryoku Yummy*, “Maryoku means ‘magical’ in Japanese and the characters grew out of doodles that I created over the years. I’ve always been fascinated by the landscape prints from the Edo Period because they create a visual journey that inspires both philosophical and poetic reflection. We are very excited about partnering with DQ Entertainment to bring *Maryoku Yummy* to life in animation.”

With a lovable cast of characters, fantastical settings, and charming, heartfelt storylines, a wide-reaching licensing and promotional campaign will support *Maryoku Yummy*. American Greetings Properties is seeking to build the foundation of the program with partnerships in the publishing, toy, apparel, accessories, and home entertainment categories.

About American Greetings Properties

American Greetings intellectual property and outbound licensing division, American Greetings Properties, was established to develop multi-platform entertainment, licensing, merchandising and promotional campaigns for its classic properties, as well as develop a new series of character brands. The impetus for setting up the division was inspired by the success of two properties, *Care Bears* and *Strawberry Shortcake*, which have made \$2 billion and \$1.8 billion in retail sales respectively. For more information, visit www.agpbrands.com

About American Greetings Corporation

American Greetings Corporation (NYSE: AM) is one of the world's largest manufacturers of social expression products. Along with greeting cards, its product lines include gift wrap, party goods, stationery, calendars, ornaments and electronic greetings. Located in Cleveland, Ohio, American Greetings generates annual net sales of approximately \$1.7 billion. For more information on the Company, visit <http://corporate.americangreetings.com>.

About DQ Entertainment

DQ Entertainment is based in Hyderabad, India and is a leading player in the Animation, Visual Effects (VFX) for TV/Features and Games Art creation business. The company is engaged in the production, co-production of animated TV series, DTH Videos, Feature Films in 3D CGI/2D Traditional/Flash, Next Generation 3d Game Asset Development, Mobile Game Development and Mobile Application. It has over 2500 highly skilled personnel working out of its facilities in Hyderabad and Manila. DQE has the distinction of receiving several premier international awards and nominations for several of its productions – DAYTIME EMMY AWARDS (2005,2006,2007) ANNECY (2004), BAF (2004,2005,2006) NZ SCREEN AWARDS (2005,2006) ETC. The company's client list consists of leading business groups of the industry including: Disney Group, Nickelodeon Group, Mattel, BBC Worldwide, Sony Group and international broadcasters like RAI, France2, France3 and many more. For more information visit: www.dqentertainment.com

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