



DEVELOPMENT OF ENTERTAINMENT FOCUSED BRANDS BECOMES A FOCUS FOR AMERICAN GREETINGS PROPERTIES

Heritage properties Care Bears, Strawberry Shortcake, Holly Hobbie & Friends, continue to thrive while breakout, new properties including Twisted Whiskers, Maryoku Yummy, Sushi Pack and Tinpo capture global attention

New York, NY, October 4, 2007 - American Greetings Properties, the intellectual property and outbound licensing division of American Greetings Corporation, continues to nurture heritage brands and focus on developing innovative new brands with an entertainment focus. With the movies and television series' successes of *Care Bears* and *Strawberry Shortcake*, American Greetings Properties has become a full-fledged creative house that builds and sustains diverse brands. Working on television, movie and DVDs, American Greetings Properties has employed different production models including self-produced, and co-productions with different structures. With an expanding portfolio of brands, American Greetings Properties continues to look for partners in co-production deals.

According to Josef Mandelbaum, President and CEO of American Greetings Intellectual Properties, "We are equally excited about our continued focus on our heritage brands-- plus the foray into diverse new brands that capture the imagination. New brands like *Twisted Whiskers*, *Maryoku Yummy*, *Sushi Pack*, and *Tinpo* will reach different demographics and the accompanying licensing and merchandising programs will run the gamut from pre-school toy based properties to adult lifestyle and collectible programs."

At this year's MIPCOM Junior, American Greetings Properties will continue to focus on securing international broadcasters for heritage properties:

- *Care Bears Adventures in Care-a-Lot* (new series) and *Care Bears Classic Series*. Both target boys and girls ages 2-8. Available in April 2008.
- *Holly Hobbie & Friends: Christmas Wishes* follows the adventures of the 10 year old great-granddaughter of the classic Holly Hobbie and targets girls ages 4-9. Four DVDs are currently available plus two 44-minute specials are currently in development.

Exiting new brands that will be showcased at MIPCOM JR will include:

- The goofy and irreverent cats and dogs of *Twisted Whiskers* were a highly popular greeting card brand loved by children and adults. *Twisted Whiskers* took the mobile and online community by storm with enormous success as e-greetings. There are 9 x 30 second CGI shorts available for mobile or online platforms, plus 26; 30- minute episodes are currently in development.
- *Maryoku Yummy* is all about the magical world of wishes and targets boys and girls ages 2-5. Fifty-two 11-minute episodes are currently in development via a co-production deal.
- Bite-sized crime-fighters, *Sushi Pack* will debut this November on CBS Saturday mornings in the United States. Targeting boys and girls ages 4-7 there are fifty-two 11-minute episodes available for an international audience.
- *Tinpo* is a series of interstitials as 30-second shorts that encourages children to "think out of the box" and become solution- oriented thinkers. The characters show the value of teamwork and inspire kids to find creative solutions to everyday challenges by

demonstrating unexpected, whimsical ways to fix problems or deal with dilemmas as a group.

You can learn more about these brands by visiting American Greeting Properties at MIPCOM JUNIOR, stand number 26.02.

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 each made \$2 billion in retail sales, \$4 billion collectively. 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 revenue of approximately \$1.7 billion. For more information on the Company, visit <http://corporate.americangreetings.com>.

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