

**For Immediate Release**

**THE GAME FACTORY SHIPS “STRAWBERRY SHORTCAKE™ : THE  
FOUR SEASONS CAKE” FOR NINTENDO DS**

*Long loving girl’s icon to invade the popular Handheld system*

SANTA MONICA, Calif.—(November 16, 2007)—Today, one of the most successful girl’s franchise comes to the Nintendo DS handheld system as The Game Factory ships **Strawberry Shortcake : The Four Seasons Cake**. The sweet and spunky little redhead’s character has achieved more than \$2 Billion in retail sales since 2003, making it one of the best selling children’s brand to date. **Strawberry Shortcake : The Four Seasons Cake**, rated E for everyone, was developed by Shin’en and is available now for a suggested retail price of \$19.99.

“**Strawberry Shortcake : The Four Seasons Cake** brings to the girl’s gaming market yet another new twist on the platform genre” said Game Factory’s Vice President North America Leah Kalboussi. The latest Strawberry Shortcake game has been developed to provide girl gamers the challenging gameplay they have come to expect from their favorite characters and real top notch graphics, we are extremely proud to bring a another great Strawberry Shortcake game out on the DS platform in time for this Thanksgiving.”

“The Four Seasons Cake” is a traditional jump’n’run game, spiced up with lots of funny and challenging elements. Players are invited on a colorful journey throughout Strawberryland where they are able to step into the footsteps of Strawberry Shortcake and all her girlfriends to play a unique adventure that’s all about friendship, fantasy and fun!

Game features include:

- Play and interact with Strawberry Shortcake, and her berry special friends Angel Cake, Orange Blossom, Blueberry Muffin and Frosty Puff!
- Travel around Strawberryland in spring, summer, fall, and winter to collect the ingredients for the biggest cake of all time!
- Collect all the strawberries throughout the game in order to win the baking contest, but replay levels if you didn’t get them first time around.

- Explore four sub maps based on different seasons, each represented by unique moods and weather conditions.
- Play through a total of 32 fun levels of jump'n'run gameplay with lots of obstacles and collectibles along the way.
- Unlock an additional four secret levels.
- Complete four tough challenges with the help of Strawberry Shortcake's girlfriends including flying on a butterfly, river dancing on a floating tire and driving on a snowmobile!
- Use your special abilities to avoid tricky enemies!

### **About THE GAME FACTORY**

The Game Factory, trading as The American Game Factory, Inc in North America, is an international publisher of video and computer games based on leading international children's characters. It is a subsidiary of the K.E. Mathiasen Group A/S, the largest Nordic company within children's licenses and spanning many different product categories such as: Apparel, toys, candy, home furnishing and games. For more corporate and product information, please visit [www.gamefactorygames.com](http://www.gamefactorygames.com)

### **About AG Properties**

American Greetings' intellectual property and outbound licensing division, AG Properties, was established in 2005 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 not only by the success of two properties, Care Bears and Strawberry Shortcake, which have made \$1.8 billion and \$1.3 billion in retail sales respectively, but also the IP, digital, manufacturing and retail core competencies that define the American Greetings Corporation. For more information visit [www.agpbrands.com](http://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>.

### **About DIC Entertainment**

DIC Entertainment, a fully-integrated global brand management company, is dedicated to creating, developing, producing, distributing, marketing and merchandising family-based intellectual properties. The Company serves as the worldwide licensor for brands such as McDonald's, Strawberry Shortcake, and Classic Trolls. DIC has distinguished itself by building one of the largest libraries of animation with approximately 2,800 half-hours of programming, including Inspector Gadget™, Strawberry Shortcake™, Sabrina™, Madeline™, Liberty's Kids™ Care Bears™ and Trollz™. DIC and AOL's kids online destination KOL have formed a co-production partnership that will launch the new branded kids' programming block, "KOL's Secret Slumber Party on CBS." As a pre-eminent supplier of kid's programming worldwide, DIC has developed strategic partnerships with key broadcast partners throughout North America, Europe, Asia, Latin America, Africa and Australia. DIC recently announced the acquisition of Copyright Promotions, a Pan-European licensing agency that represents the licensing rights of a broad portfolio of world-renowned companies including DreamWorks Animation, MGM, Marvel, Sony, Twentieth Century Fox, Viacom and The Football Association. DIC is headquartered in Burbank, California with offices in New York, Paris and London.

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