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FOR IMMEDIATE RELEASE

A BERRY SWEET DREAM COMES TRUE!

***STRAWBERRY SHORTCAKE:
THE SWEET DREAMS MOVIE***

**The Berry Biggest Adventure Yet Bursts Onto DVD February 6, 2007
From Twentieth Century Fox Home Entertainment**

Century City, CA – Join Strawberry Shortcake and her friends for their berry biggest adventure yet when Strawberry Shortcake's first-ever big screen adventure *The Sweet Dreams Movie* comes to DVD on February 6, 2007 from Twentieth Century Fox Home Entertainment. Penned by veteran screenwriter Carter Crocker ("Jungle Book 2," "Winnie The Pooh Series," "Return to Neverland"), the all-new CGI-animated adventure burst into theaters nation-wide last October generating sold out matinee screenings and selling more than 2 million tickets. Presenting Strawberry Shortcake like you've never seen her before, *The Sweet Dreams Movie* follows Strawberry and her pals to the Land of Dreams as they try to stop the Peculiar Purple Pie Man's evil plan to take over SandMan's Dream Factory and steal all of the dreams. Along the way, these berry special friends learn the value of working together to help make dreams come true.

The *Strawberry Shortcake* program has evolved into a multi-dimensional, evergreen franchise which has generated more than \$1 billion in worldwide retail sales (cumulative 2003 – 2005). One of the top children's video franchises, over 9.5 million units have been sold to date. Sure to delight, the *Strawberry Shortcake: The Sweet Dreams Movie* DVD will arrive packaged with berry special strawberry seeds so girls everywhere can create their berry own Strawberryland! The DVD is available for the suggested retail price of \$19.98 US/\$21.98 Canada.

Strawberry Shortcake: The Sweet Dreams Movie Features

Each *Strawberry Shortcake: The Sweet Dreams Movie* DVD includes a special seed package of real organic strawberry seeds that are guaranteed to grow and is presented in full screen 1.33:1 aspect ratio with English Dolby Surround 5.1 audio in English with both English and Spanish subtitles.

Strawberry Shortcake: The Sweet Dreams Movie Synopsis

“When the East Wind blows, it means your berry favorite dream will come true,” or that’s what Strawberry Shortcake’s always heard and she believes it. Strawberry dreams of a world where she and her friends can grow better everyday. But when a poor berry crop puts a strain on the Strawberryland resources, it puts a strain on Strawberry’s friends, too. And when the strain causes a falling-out among them, it’s a nightmare for Strawberry Shortcake. And when the Peculiar Purple Pie Man comes to town, it’s one more problem to deal with. He’s going to take over the berry fields – and that’ll be the end of Strawberry’s dream. Strawberry invites each of her friends to a sleep-over and they patch up their differences: But what will they do about Pie Man...? During the night, a frantic little SleepBug flies in - begging Strawberry for help: Seems Pie Man has found his way to the Land of Dreams! He’s taken over SandMan’s Dream Factory and he’s keeping all the dreams for himself. Strawberry and friends sail to the Land of Dreams, in a DreamBoat built by Ginger Snap. They soon meet PJ, who helps them find SandMan. Working together, Strawberry and friends kick Pie Man out of the Dream Factory and restore the Land of Dreams to its glory. As they set sail back to Strawberryland, Strawberry understands that - with work – she can make her dreams come true.

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 become an industry leader in developing quality content for kids with an extensive library of over 2,800 hours of animated programming, including "Strawberry Shortcake," "Liberty's Kids," "Madeline," "Care Bears" and "Where On Earth Is Carmen Sandiego?" 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 Saturday Morning Secret Slumber Party for 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.

About American Greetings Corp. (NYSE:AM)

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, candles, stationery, calendars, educational products, ornaments and electronic greetings. American Greetings is also the creator and owner of many celebrated character properties, including Strawberry Shortcake. Located in Cleveland, Ohio, American Greetings generates annual net sales of approximately \$2 billion.

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

About Twentieth Century Fox Home Entertainment

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC (TCFHE) is the worldwide marketing, sales and Distribution company for all Fox film and television programming on VHS, DVD and Blu-ray Disc (BD) as well as acquisitions and original productions. The company also releases all products around the globe for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce - throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.

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STRAWBERRY SHORTCAKE: THE SWEET DREAMS MOVIE DVD

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Street Date:	February 6, 2007
Total Running Time:	83 Minutes
MPAA Rating:	G
Closed Captioned:	Yes