



## AMERICAN GREETINGS PROPERTIES AND FOX HOME ENTERTAINMENT GREATLY EXPAND CURRENT RELATIONSHIP

### **Fox Home Entertainment Obtains North American Marketing and Distribution Rights to American Greetings Properties Upcoming New Series: *Care Bears*, *Sushi Pack*, *Twisted Whiskers* and New Preschool Franchise *Maryoku Yummy***

New York, NY, June 19, 2007 – **American Greetings Properties (AGP)**, the intellectual property and outbound licensing division of American Greetings Corporation, and **Twentieth Century Fox Home Entertainment, LLC (TCFHE)** have agreed to expand and build upon their current, successful partnership with a new long-term deal, it was announced today. This new agreement grants TCFHE the exclusive marketing and distribution rights in North America, to several additional franchises from AGP’s impressive roster that are being developing into animated series and specials.

Leading the way is the highly-buzzed about *Sushi Pack* which chronicles the adventures of five crime-fighting pieces of sushi, and the all-new *Care Bears* series. Both animated programs will receive significant national television exposure as they debut this fall as part of CBS’s Saturday morning programming block. Additionally, TCFHE has obtained the rights to new entertainment inspired by the irreverent *Twisted Whiskers*, featuring the “twisted” bunch of cats and dogs featured in American Greetings hugely successful greeting card line, and American Greetings Properties engaging, original preschool property *Maryoku Yummy* about a magical, wish-granting world.

Twentieth Century Fox Home Entertainment, LLC and American Greetings Properties have been hugely successful with their existing partnership on the *Strawberry Shortcake* and *Care Bears* franchises, which are also part of this new arrangement. The companies are currently preparing for the release of *Oopsy Does It!*, an all-new feature length *Care Bears* adventure that will be released theatrically this summer and on DVD in the fall.

“Twentieth Century Fox Home Entertainment has been an incredible partner with whom we’ve enjoyed a tremendous amount of success for our *Care Bears* and *Strawberry Shortcake* brands. We are excited to expand our relationship with them to include new character brands and additional *Care Bears* entertainment,” said Josef Mandelbaum, President & CEO, American Greetings Intellectual Property Group. “These new entertainment releases will undoubtedly be a hit among both kids and parents alike and we look forward to a continued collaborative relationship with Fox Home Entertainment to support these character brands in the marketplace.”

“Growing our relationship with American Greetings Properties is a real win-win for both companies,” noted David Bixler, Senior Vice President of Acquisitions, TCFHE. “Our clout at retail maximizes the presence and awareness for AGP’s current and upcoming

franchises and at the same time provides us with terrific animated content for the important preschool and children's and family category."

More details on each entertainment franchises follows:

### **CARE BEARS**

In addition to the *Care Bears* home entertainment releases currently handled by Fox Home Entertainment, they will now also distribute the new *Care Bears* animated series, which is premiering this fall on the Saturday morning programming block on CBS. The all-new series features everyone's favorite bears, filled with warmth, caring and humor, and their delightful tales from Care-a-lot.

### **SUSHI PACK**

The new animated series *Sushi Pack* follows five crime-fighting pieces of sushi that protect Wharf City from over-the-top diabolical villains. The humor-filled, action-packed television treatment for *Sushi Pack* was written by animation legends Tom Ruegger and Nicholas Hollander, the Emmy®-winning writers/producers behind such animated hits as "Animaniacs," "Tiny Toon Adventures," and "Pinky and the Brain."

### **TWISTED WHISKERS**

*Twisted Whiskers* features a "twisted" bunch of cats and dogs that were initially launched in 2001 as a greeting card line and immediately became the fastest-selling summer social expressions line ever developed by American Greetings. In collaboration with Mike Young Productions and DQ Entertainment, American Greetings Properties is now transforming the cats and dogs of *Twisted Whiskers* into a full-fledged entertainment-based character property. American Greetings Properties will also continue to work with Bill Kopp, the creative talent behind the original *Simpsons* shorts from the *Tracey Ullman Show* as well as the initial on-line *Twisted Whiskers*' shorts -- which were posted on-line and featured as e-cards earlier this year -- to help oversee the creative direction of the new series.

### **MARYOKU YUMMY**

*Maryoku Yummy* is a charming new animated preschool entertainment series about the magical and wish-granting world of the *Yummy*. The property is being developed as a television series with The Hatchery, child development experts, and the award-winning creative team of Barbara Herndon and Jill Gorey, screenwriters of well-known children's series such as "Rugrats" and "The Wild Thornberrys."

### **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](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 net sales of approximately \$1.7 billion. For more information on the Company, visit:

<http://corporate.americangreetings.com>.

**About Twentieth Century Fox Home Entertainment**

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC is the worldwide marketing, sales and distribution company for all Fox Home Entertainment film and television programming on VHS and DVD as well as video acquisitions and original productions. Each year the Company 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.

**FOR MORE INFORMATION CONTACT:**

For AG Properties:

Jeffrey Klein, Kas Rigas

DAN KLORES COMMUNICATIONS

212-981-5189/212-981-5211

[jeff\\_klein@dkcnews.com](mailto:jeff_klein@dkcnews.com)/[kas\\_rigas@dkcnews.com](mailto:kas_rigas@dkcnews.com)