

For Immediate Release

STRAWBERRY SHORTCAKE BRAND TOPS \$2 BILLION IN WORLDWIDE RETAIL SALES

***New Programs in Development with
More Than 300 Licensees Worldwide Onboard***

***New Themes, Toys, DVD's, Theatrical Releases, Television
and Marketing Initiatives***

Burbank, California (September 4, 2007) -- The hit evergreen girls' brand, *Strawberry Shortcake*, has reached a new milestone with more than \$2 billion dollars achieved in worldwide retail sales (cumulative 2003-2007) and continues to evolve as a multi-dimensional entertainment franchise. The announcement was made today by Josef Mandelbaum, President and CEO, American Greetings Properties, creator and owner of the brand, and Andy Heyward, Chairman & CEO, DIC Entertainment, the exclusive worldwide licensing agent for *Strawberry Shortcake*.

With more than 300 licensees worldwide and available at every major U.S. retailer, the *Strawberry Shortcake* brand celebrates another banner year in 2007 with fresh themes and the introduction of new product lines, multiple DVD releases, a theatrical feature, books and music, as well as an upcoming broadcast network debut, major 4th quarter QSR promotion and continued online growth. DIC and American Greetings Properties will continue to work with partners to build the *Strawberry Shortcake* franchise with new brand themes (dance, western, music, fairytale and Hollywood glamour), content, categories and distribution channels in development through 2010.

"We are thrilled with the phenomenal success of *Strawberry Shortcake* over the past four years which has exceeded our expectations and secured its position as one of the top girls' brands of all time," says Heyward. "American Greetings has created a timeless brand and we salute them and our network of partners and agents who have contributed to this tremendous achievement." He adds, "We look forward to the continued growth and success of the brand as we all work to deliver fresh and innovative ideas that will keep our retailer partners excited and fans coming back for more."

"DIC and all of our licensees, such as Playmates Toys, Penguin Putnam, and Twentieth Century Fox Home Entertainment, have done a tremendous job in keeping *Strawberry Shortcake* fresh, relevant and top of mind with today's girls", says Josef Mandelbaum, President and CEO, American Greetings Properties. "The \$2 billion benchmark is a testament to the hard work our organizations have put into building this brand to the evergreen status it is today, ensuring that *Strawberry Shortcake* is truly 'growing better all the time.'"

In 2006, Playmates was named the new Master Toy Licensee for *Strawberry Shortcake* and re-launched an all-new line of *Strawberry Shortcake* toys. In 2007 and 2008, Playmates will continue to rollout new merchandise that ties in with the tentpole themes, as well as support the brand with national advertising campaigns. Penguin Putnam has 11 new books in release this year, and to date has sold more than 11 million books from the *Strawberry Shortcake* publishing program, which has published 70 titles (since 2003).

The entertainment platform for *Strawberry Shortcake* features new DVD titles, theatrical matinees, and for the first time, major broadcast television exposure. With more than 10 million units of *Strawberry Shortcake* shipped to date, Twentieth Century Fox Home Entertainment has released two new DVD titles, "Sweet Dreams Movie" and "Berry Blossom Festival" along with an upcoming October release of "Let's Dance," to coincide with the fall 2007 "dance" tentpole theme. In spring 2007, Fox released a theatrical feature, "Berry Blossom Festival" on screens across the U.S., which marked the second theatrical release for the brand. "The Sweet Dreams Movie," released in fall 2006, achieved the best performance ever for a children's matinee-only release. Eight new DVD titles are planned for 2008 – 2009. Koch Records, which has sold nearly 500,000 *Strawberry Shortcake* CDs, released "World of Friends" CD in May and is gearing up for the September release of the "Let's Dance" CD.

In September 2007, *Strawberry Shortcake* will make its major broadcast network debut on a new branded Saturday morning children's programming block with 26 half-hour episodes. *Strawberry Shortcake* also airs on the syndicated programming block, DIC Kid's Network. The *Strawberry Shortcake* website, www.strawberryshortcake.com, averages 200,000 unique visitors per month while growing 40% month over month.

The *Strawberry Shortcake* program continues to receive industry recognition, garnering three LIMA nominations this year for "Best Overall License of the Year," "Best Character Brand License of the Year" and "Best Character Brand for Hard Lines."

International Appeal

In the international arena, the *Strawberry Shortcake* merchandise program and broadcast exposure continues to build and to expand into new territories. In Europe, France has become the #1 market in Europe for *Strawberry Shortcake* where it continues to perform at retail and is the leading Saturday morning animated series on M6. *Strawberry Shortcake* is also performing impressively at retail in Spain, Belgium and the Netherlands. On the licensing front, Proctor & Gamble has signed a multi-territory agreement (the U.K., Greece, Finland, Central Europe, Middle East and Africa) to distribute *Strawberry Shortcake*

branded merchandise as part of their “feel and learn” line of product. Additionally, the *Strawberry Shortcake* Baby program is set to debut in France.

In Latin America, *Strawberry Shortcake* is available in all major territories, including, Brazil, Mexico, Chile, Colombia, Ecuador, Peru, Argentina and more, and *Strawberry Shortcake* Baby will debut this year in Brazil, Chile and Mexico. Additionally, Turner’s Pan Latin American Boomerang Channel will premiere *Strawberry Shortcake* this year.

Strawberry Shortcake is available in Australia, New Zealand, Southeast Asia, China, Taiwan, Hong Kong and Korea and will launch in 2008 in Japan.

First introduced in 1980 by American Greetings, *Strawberry Shortcake* became one of the biggest licensing programs of its time, generating more than \$1 billion in retail sales between 1980 and 1985. American Greetings and DIC reintroduced the brand in 2003, immediately achieving tremendous results, with over \$2 billion in retail sales since relaunch.

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 net sales 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 or agent for brands such as *McDonald’s*, *Strawberry Shortcake*, *Madeline*, *Mommy & Me*, and *Eloise*. DIC has distinguished itself by building one of the largest libraries of animation worldwide with approximately 3,000 half-hours of programming, including *Inspector Gadget™*, *Strawberry Shortcake™*, *Horseland™*, *Sabrina™*, *Madeline™*, *Liberty’s Kids™*, *Sonic The Hedgehog™* and *Care Bears™*. This year, DIC will launch a new educational and informational Saturday morning children’s programming block, “Kewlopolis

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. In 2006, DIC acquired 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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