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**THE GAME FACTORY ANNOUNCES NEW STRAWBERRY SHORTCAKE™ TITLE
FOR NINTENDO DS™**

*Strawberry Shortcake - The Four Seasons Cake Releases November 23, 2007 -
Just in Time for the Holidays!*

SANTA MONICA, Calif. - The Game Factory, a company creating dynamic video games for young gaming enthusiasts, will release another title from its popular Strawberry Shortcake series. Strawberry Shortcake - The Four Seasons Cake, rated 'E' for 'Everyone' and perfect for ages 3 and up, will be available starting November 23, 2007 for \$19.99 at retail locations throughout the country.

Strawberry Shortcake™ - The Four Seasons Cake for Nintendo DS™ is an exciting adventure through all four seasons to bake the biggest cake of all time! As players explore Strawberryland collecting ingredients to bake the biggest and best cake, they must pogo-stick, dive and paraglide their way through a series of challenges. Appealing to the growing number of girl gamers, Strawberry Shortcake and her Berry best friends are perfect positive role models in this new entertaining and sweet game.

Strawberry Shortcake™- The Four Seasons Cake for Nintendo DS™ Quick Facts:

Release Date:	November 23, 2007
Platform:	Nintendo DS™
Rating	E for Everyone
Ages:	3 and up
Developer:	Shin'en Multimedia
Publisher:	The Game Factory
Price:	\$19.99

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.

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 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>.

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 and American Greetings Properties partnered to launch a new educational and informational Saturday morning 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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