



AMERICAN GREETINGS PROPERTIES BOLSTERS INTERNATIONAL PRESENCE WITH EXCITING SLATE OF ENTERTAINMENT PROPERTIES AT MIP TV

American Greetings Properties Showcases Popular Favorites *Care Bears*[™], *Holly Hobbie & Friends*[™] Along With Engaging New Properties *Sushi Pack*[™], *Maryoku Yummy*[™], *Twisted Whiskers*[™] and More, to Make an International Splash

New York, NY, April 9, 2007 – As American Greetings Properties, American Greetings Corporation’s intellectual property and outbound licensing division, embarks on its second year, it is looking to build a broader international presence with an exciting slate of properties available for global distribution and licensing. To help drive its international growth, American Greetings Properties has also expanded its staff that focuses on territories outside North America.

With a wide array of properties that have broad international appeal, American Greetings Properties’ MIP TV line-up includes new entertainment content from such renowned character brands as *Care Bears* and *Holly Hobbie & Friends*. *Twisted Whiskers* as well as the unique and exciting new animated franchises *Sushi Pack* and *Maryoku Yummy* will also be featured, along with the premiere of two brand new properties, *Eva Fonteek*[™] and *Super BadGuy*[™]. The global entertainment and merchandising rights for American Greeting’s Properties’ *Strawberry Shortcake*[™] will continue to be sold by its international agent, DIC Entertainment, which will also be representing international sales for American Greeting’s Properties’ *Sushi Pack*.

“With over 100 years of experience creating characters that people around the world enjoy, there is so much opportunity for both our new and established properties internationally. This is an exciting area of growth for us. We are thrilled with the all-star line-up of entertainment properties we will be showcasing at MIP and the talent we have at American Greetings Properties to support them,” said Tamra Knepper, Senior Vice President, Consumer Products for American Greetings Properties.

To enable the company to bolster entertainment-driven property development and its international assets, American Greetings Properties recently announced the addition of children’s entertainment specialist, Sean Gorman as Vice President, Production and Development and licensing executive Donna Bruschi as Director, International Licensing. Colin Mendoza of Highgate Agency will continue to handle international program sales for American Greetings Properties, reporting to Donna Bruschi.

More details on each property American Greetings Properties has available for entertainment distribution and consumer products follows:

CARE BEARS

This year, the ever-huggable *Care Bears* are celebrating their 25th anniversary in 2007 through an expanded, international merchandising and marketing campaign. To further help commemorate this milestone, American Greetings Properties, in partnership with The Hatchery, of which American Greetings Corporation owns approximately 50%, has developed an array of new *Care Bears* entertainment that spotlight a fresh, revitalized look, new characters, and highly

entertaining plot lines. “*Oopsy Does It*” is a new CGI feature hitting theaters this summer, featuring one of the irresistible new bears, *Oopsy Bear*. Two additional 2D releases are planned for 2008, and Fox Home Entertainment has signed on as the exclusive U.S. distributor of this content. International distribution opportunities for the 'New *Care Bears*' entertainment are open.

Additionally, American Greetings Properties acquired the classic *Care Bears* library previously owned and represented by Nelvana, a Corus Entertainment Inc. Company. The classic *Care Bears* series – including dozens of 11-minute and 22-minute episodes from the 1980s – is also available via AGP for international distribution.

Joester Loria Group continues to handle merchandise licensing for U.S. and Canada, while American Greetings Properties handles all international licensing for *Care Bears*.

HOLLY HOBBIE & FRIENDS

American Greetings Properties will also showcase *Holly Hobbie & Friends* at MIP TV, a contemporary evolution of the beloved icon. Launched in the U.S. in 2006 through animated specials for DVD that also aired on Nickelodeon Networks, the *Holly Hobbie & Friends* series, from Academy Award™-nominated producer Julia Pistor, follows *Holly* and her friends *Amy* and *Carrie*, as they spend summers together in the cozy town of Clover and experience all of the key milestones and joys of ten-year-old girls. *Holly* herself is the great-granddaughter of the “original” *Holly Hobbie* and has many of the same wholesome values as her namesake. But in a sign of the times, the new *Holly* wears boots and a funky signature cap complete with a touch of gingham – as a nod to the iconic bonnet worn by the original character.

In March 2006, the first title in a series of *Holly Hobbie & Friends* DVDs, *Surprise Party* hit retail, and the next release, *Holly Hobbie & Friends: Christmas Wishes* hit shelves October 24, 2006, with strong sell-through. Two additional titles will be released this year, and two more titles are currently in development for 2008.

International distribution opportunities for *Holly Hobbie & Friends* entertainment are open. American Greetings Properties is also seeking international merchandise licensing partners.

SUSHI PACK

This new animated series features a quintet of brave, smart and precocious adolescent pieces of sushi that come to life through a series of extraordinary events. These mighty morsels of justice fight crime in a seaside town that is home to some of the most heinous criminal minds in the world. Each episode is full of action-packed, humorous adventures -- proving that size doesn't matter. American Greetings Properties, The Hatchery and animation legends Tom Ruegger and Nicholas Hollander, the Emmy®-winning writers/producers behind “Animaniacs,” “Tiny Toon Adventures” and “Pinky and the Brain” have collaborated to create the show targeted to boys and girls ages 6-11. *Sushi Pack* is being co-produced with DIC Entertainment, with DIC handling international distribution and licensing and American Greetings Properties handling all U.S. and Canadian sales.

MARYOKU YUMMY

Have you ever made a wish when blowing out your birthday candles? Or, wished upon a shooting star? Ever wonder where your wishes go until they come true? Well, *Maryoku Yummy*, a charming new animated preschool series, will answer that universal question. *Maryoku Yummy* is a show about the magical and whimsical world of the *Yummy* -- delightful creatures who

nurture the wishes that you make! Each episode will showcase two fun and heartfelt eleven-minute stories featuring *Maryoku*, a young wish sitter whose best efforts to care for the wishes often result in humorous predicaments. 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." This new 2D animated series is sure to capture the hearts of the preschool viewer. Currently in production on 52 x 11 minute episodes, American Greetings Properties is starting to seek partners for worldwide entertainment and merchandise distribution.

TWISTED WHISKERS

American Greetings Properties is also developing its greeting card sensation, *Twisted Whiskers*, into a multi-platform entertainment property. Introduced in 2001, this 'twisted' bunch of cats and dogs was the fastest-moving summer card line ever developed by American Greetings. The broad appeal of these comically contorted pets led to a successful, targeted consumer products program that included stationery and toys. These stretched, squashed and pop-eyed pets have also been brought to life through an enormously successful eGreetings.com program. American Greetings Properties is working with The Hatchery, animator Bill Kopp (the creative talent behind the original "Simpsons" shorts from the "Tracey Ullman Show") and Savage Steve Holland (the writer/director of the cult film favorite "Better Off Dead") to produce a series of CGI animated shorts --- perfect for interstitial and/or digital programming. Nine 30-60 second shorts are now available, with more, longer-form entertainment in development. With a cast of characters that find themselves in situations varying from the mundane to the absurd, *Twisted Whiskers* are full-fledged actors (albeit, twisted ones) who bring their comic personalities to whatever role they perform.

EVA FONTEEK

Eva Fonteek is a successful, world-renowned designer of girls fashion and accessories – and she's only eight years old. Little Eva uses her creative and observant nature to put unexpected elements together, which helps her solve every challenge she encounters – on or off the job. She is a successful fashion and accessory designer who strives to make others happy by using pattern, color and good design. She learned much from her business savvy, executive mother. She and her co-workers/friends, *The Smart Set*, make the world a better place through mini-makeovers.

Targeted to girls ages 5-8, *Eva Fonteek* has an exceptional storytelling potential for a young female audience. American Greetings Properties is currently developing this brand new property into an animated television series and merchandising program, and is seeking potential co-production partners.

SUPER BADGUY

Super BadGuy is an action-packed animated series for kids 6-11 that takes a new twist on the comic book superhero serials of yore. The action takes place in the city of Versus - a sprawling metropolis so over-populated with superheroes and villains, citizens have a hard time keeping them all straight. *Super BadGuy* is a hero who, like most of us, suffers from being misunderstood. At first sight, everyone thinks he's a monster – he doesn't have the conventional looks that the "good guys" typically have. And no matter how honorable his intentions or how many times he saves the day, *Super BadGuy* too often gets pegged as a villain. *Super BadGuy* perseveres of course, because the city *Versus* needs him – even though *Versus* doesn't realize it. Through absurd, unpredictable, and unexpected adventures, *Super BadGuy* re-tells the classic adage of "never judge a book by its cover."

American Greetings Properties is currently developing this brand new property into an animated television series and merchandising program, and is seeking potential co-production partners.

Strawberry Shortcake

Finally, American Greetings Properties continues to work with entertainment and licensing agent, DIC Entertainment on the immensely successful *Strawberry Shortcake* brand, including a vast array of entertainment and merchandising opportunities.

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 not only by the success of two properties, *Care Bears* and *Strawberry Shortcake*, which have made \$2 billion and \$1.8 billion in retail sales respectively, but also the intellectual property, digital, manufacturing and retail core competencies that define the American Greetings Corporation. 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 \$1.8 billion. For more information on the Company, visit <http://corporate.americangreetings.com>.

Certain statements in this release may constitute forward-looking statements within the meaning of the Federal securities laws. These statements can be identified by the fact that they do not relate strictly to historic or current facts. They use such words as "anticipate," "estimate," "expect," "project," "intend," "plan," "believe," and other words and terms of similar meaning in connection with any discussion of future operating or financial performance. These forward-looking statements are based on currently available information, but are subject to a variety of uncertainties, unknown risks and other factors concerning our operations and business environment, which are difficult to predict and may be beyond our control. Important factors that could cause actual results to differ materially from those suggested by these forward-looking statements, and that could adversely affect our future financial performance, include, but are not limited to, the consumer preferences and demand for our entertainment properties and the rapidly changing trends in the children's entertainment market. In addition, this release contains time-sensitive information that reflects management's best analysis as of the date of this release. American Greetings does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release. Further information concerning issues that could materially affect financial performance related to forward-looking statements can be found in American Greetings Corporation's periodic filings with the Securities and Exchange Commission.

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