



AMERICAN GREETINGS PROPERTIES LAUNCHES PRETTY FREEKIN SCARY LINE IN WAL-MART STORES NATIONWIDE IN OCTOBER

NEW YORK, NY – (June 19, 2007) - American Greetings' intellectual property and outbound licensing division, American Greetings Properties, will be introducing its burgeoning teen/tween tongue-in-cheek property *Pretty Freekin Scary* in Wal-Mart this fall. A line of accessories will debut in 2,419 Wal-Mart stores, beginning October 1st, 2007 and will remain in stores through Halloween.

“Wal-Mart is the world’s largest retailer. That said, we are thrilled to launch a brand new *Pretty Freekin Scary* product line there, all the while extending the overarching American Greetings presence at Wal-Mart,” said Tamra Knepper, SVP of Consumer Products for American Greetings Properties. “With its eerie themes and undead characters, the *Pretty Freekin Scary* merchandise should be a natural choice for all Halloween shoppers looking for a special trick-or-treat.”

The *Pretty Freekin Scary* accessories line will consist of more than a dozen items and will be displayed on Wal-Mart endcaps. Among the fashionable accessories are two bracelets: a rubber bracelet with charm and a toggle bracelet with charm, a reversible wrist cuff, and a beanie knit hat. Additional items include: a bobble head, plush doll, a paper lantern with light, a clear giant sticker, a magnetic memo board, a tote bag, a cell phone/mp3 case holder, a keychain and a journal. Wal-Mart will also be offering a *Pretty Freekin Scary* greeting cards line at participating stores. All designs were created in-house and are being produced by American Greetings Global Sourcing.

In brief, *Freekin* was once a living boy...that is until he died. For *Freekin*, being dead wasn't all that bad except he missed his family, his friends, his room and all his stuff. Now, *Freekin* is back at home, with one little difference: he's *undead*. Luckily, he brought back a couple other undead friends, who happily share in his misery. There's *Pretty* -- a monster with a face only a mother could love, and *Scary* -- a phantom afraid of his own shadow. Together, they become *Pretty Freekin Scary*.

For more information on *Pretty Freekin Scary*, go to www.prettyfreekinscary.com.

About Wal-Mart (NYSE:WMT)

Wal-Mart Stores, Inc. operates Wal-Mart discount stores, Supercenters, Neighborhood Markets and Sam’s Club locations in the United States. The Company operates in Argentina, Brazil, Canada, China, Costa Rica, El Salvador, Guatemala, Honduras, Japan, Mexico, Nicaragua, Puerto Rico and the United Kingdom. The Company’s securities are listed on the New York Stock Exchange under the symbol WMT. More information about Wal-Mart can be found by visiting www.walmartfacts.com. Online merchandise sales are available at www.walmart.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 and \$1.8 billion in retail sales respectively. 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>.

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