



AMERICAN GREETINGS PROPERTIES CELEBRATES CARE BEARS 25th ANNIVERSARY WITH DODGE GRAND CARAVAN GIVEAWAY AND FAN PHOTO SHARE

**25th Anniversary Trivia Sweepstakes Running March 20 – June 20 with One
Lucky Winner Receiving Brand New Dodge Grand Caravan**

**Fans Can Submit their CARE BEARS Photos Through March 31 for Possible
Inclusion in Fox's New Care Bears Movie "Oopsy Does It"**

New York, NY (March 12, 2007) - This year, pop culture sensations the *Care Bears* will celebrate their 25th anniversary by spreading their caring and sharing – with their fans! Care Bears' brand owner American Greetings Properties is launching an online trivia contest on March 20, in conjunction with the DVD re-release of the original classic "The Care Bears Movie," in stores everywhere on the same day. Fans everywhere will be able to enjoy the movie that sparked a frenzy over 20 years ago...and one lucky fan entering the on-line trivia contest will win a brand new 2007 Dodge Grand Caravan.

The Dodge Grand Caravan Trivia Sweepstakes is a chance for true fans to test their Care Bears and '80s nostalgia knowledge. Participants can enter the sweepstakes online at www.carebears25.com, beginning March 20 through June 20, with no purchase necessary. The Care Bears 25th Anniversary website will also provide fans a place to learn fun Care Bears facts, view the original Care Bears movie trailer -- listen to favorite songs from the original Care Bears series, download retro Care Bears wallpapers and icons, send Care Bears e-cards, check out the new DVDs and toys, and of course, participate in the Dodge sweepstakes, with an estimated prize value worth more than \$28,000. Promotions for this sweepstakes include: the "Care Bears Movie" DVD on-package stickers and inserts, which will be available in stores beginning March 20; 800,000 bag stuffers at Carlton Card Shops; hand-outs at the St. Patrick's Day Parade in Chicago; as well as online advertising, TV and print advertising, among others.

In addition, fans are invited to submit photos of themselves with their own Care Bears for possible inclusion in the end credits of "Oopsy Does It," the first all-new *Care Bears* feature film in nearly two decades, which will be released in theatres by Twentieth Century Fox in August 2007.

The Care Bears Photo Share is a unique initiative built to demonstrate exactly why these huggable pals have been one of the most popular and enduring children's brands for 25 years – the fans. For the new "Oopsy Does It" movie, set to hit theaters this August, and the corresponding DVD release, a montage of genuine nostalgic photos of fans holding their own

Care Bears will be shown during the end credits. Whether it's a picture with their very first Care Bear, a snapshot of their children cuddling up with Bedtime Bear or shaking hands with Cheer Bear, all fan photos are welcome. To participate in the Care Bears Photo Share fans can go online at www.care-bears.com to get instructions on how to submit their photos.

Photos can be submitted via email or regular postal email, by March 31.

“This is going to be a banner year for both the Care Bears and Care Bears fans alike,” said Tamra Knepper, SVP of Consumer Products for American Greetings Properties. “Our Trivia Sweepstakes and Care Bears Photo Share promotion provide the opportunity for fans to see themselves on the big screen and be part of Care Bears history, we’re hoping to give something back to those kids, and those ‘kids at heart,’ that have helped make this property an absolute sensation for 25 years and counting.”

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 \$1.7 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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