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FOR IMMEDIATE RELEASE:

KOCH RECORDS TO RELEASE NEW CD FROM BELOVED CHILDREN'S CHARACTER STRAWBERRY SHORTCAKE™

NEW YORK, NY (August XX, 2007) – KOCH Records is excited to announce the release of a brand new CD by beloved children's character **Strawberry Shortcake**. *Let's Dance* will be released on September 25th, 2007. *Let's Dance* is the soundtrack to accompany the latest Strawberry Shortcake DVD releases, including *Let's Dance* and *The Berry Blossom Festival*, as well as an upcoming Spring 2008 DVD title. The 16-track CD features music from Strawberry Shortcake and all her friends that is sure to make little girls get up and move to the Berry-Berry beat. It is a "must have" that is sure to please all Strawberry Shortcake Fans. Fan favorite, "Strawberry Shake Sing and Dance-Along" is the first track and will be featured on an interactive dance mat that accompanies Fox's *Let's Dance* DVD, which will be released nationwide in October 2007. It can also be found on www.strawberryshortcake.com. The full track list includes

Tracklisting:

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| 1. Strawberry Shake Sing and Dance-Along | 9. How Many Different Berries Can You Name? |
| 2. Let's Dance | 10. A True Friend |
| 3. Get The Moves | 11. A Little Bump In The Road |
| 4. Friendship Is A Dance | 12. Getting There Is All The Fun |
| 5. Man Oh Man Oh Manners | 13. Sailing Toward Tomorrow |
| 6. Shortcake Swing | 14. Home Is Love |
| 7. Pass The Fun | 15. On The Road |
| 8. The Berry Blossom Festival | 16. Make Some Noise |

Strawberry Shortcake will make its broadcast network debut in September 2007 on the new Saturday morning children's block, Kewlopolis on CBS.

Strawberry Shortcake is a sweet but spunky little redhead with enough optimism to fill a strawberry field. She really believes things are growing better all the time and as the unofficial berry princess of Strawberryland, she puts her heart and soul into seeing that things improve for everyone she meets. Strawberry is also quite adventurous, so it's no surprise that she has friends from other lands both near and far.

For more info go to:
www.strawberryshortcake.com

www.kochrecords.com

www.dicent.com

About KOCH Entertainment

KOCH Entertainment, founded in 1987 and now in its twentieth year, is the leading and fastest-growing independent music company in the U.S. KOCH's operations encompass record and video labels as well as distribution companies in the U.S. and Canada. KOCH Entertainment is the market leader among independent labels and distributors in both the U.S. and Canada and its record label KOCH Records had the largest number of Billboard charting albums among independents for six years in a row (2001 – 2006). KOCH Entertainment is owned by Entertainment One Ltd. which has been recently listed on the London Stock Exchange's AIM market (ticker symbol "ETO").

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 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 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 for brands such as McDonald's, Strawberry Shortcake, Eloise and Mommy & Me. DIC has distinguished itself by building one of the largest libraries of animation with approximately 3,000 half-hours of programming, including Horseland™, Inspector Gadget™, Strawberry Shortcake™, Sabrina™, Madeline™, Liberty's Kids™ Care Bears™. In September 2007, DIC, American Greetings Properties and CBS will launch a new branded kids' programming block, "Kewlopolis." 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. DIC recently announced the acquisition of 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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