



NEWS

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FOR IMMEDIATE RELEASE

**PUT YOUR DANCING SHOES ON WITH
STRAWBERRY SHORTCAKE AND HER FRIENDS!**

STRAWBERRY SHORTCAKE: LET'S DANCE

***Strawberry's Berry Best Adventure Bursts Onto DVD October 2, 2007
Packaged With An Interactive Dance Mat And Bonus Material
Including "The Strawberry Shake" Sing & Dance Along, And More***

CENTURY CITY, CA – Get up and dance with Strawberry Shortcake and friends in their all-new dancing adventure *Strawberry Shortcake: Let's Dance* arriving on DVD October 2, 2007 from Fox Home Entertainment. Presenting a special and imaginative interactive feature, *Strawberry Shortcake: Let's Dance* is packaged with a dance mat and features 20 minutes of exclusive bonus material. After the movie, Strawberry invites children to take out the dance mat so they can have their berry own dancing experience with Strawberry and her friends.

In the latest and sweetest *Strawberry Shortcake* tale, the wicked Peculiar Purple Pie Man of Porcupine Peak and Sour Grapes decide to take advantage of Strawberry and her pals' love of dance. Sour Grapes decides to establish a dance studio where she impersonates a renowned dance instructor to keep Strawberry and her friends busy dancing while Pie Man pillages the berry fields. But to Pie Man's disappointment, Sour Grapes learns to love dancing.

Bonus features include a sing and dance along "The Strawberry Shake," a music video "Friendship Is A Dance" as well as a character gallery memory book. The *Strawberry Shortcake: Let's Dance* DVD is available for the suggested retail price of \$14.98 US/\$16.98 Canada. Prebook is September 5, 2007.

Strawberry Shortcake: Let's Dance Synopsis

Strawberry & her Friends love to dance – and the Peculiar Purple Pie Man of Porcupine Peak is taking advantage of that! He has Sour Grapes open a phony Dance Studio, posing as a famous teacher... so she can keep the kids busy while he plunders the berry crops. But things don't go as planned. Sour Grapes begins to enjoy teaching Strawberry & Friends and can't bring herself to betray them, much to Pie Man's chagrin.

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, and Classic Trolls. DIC has become an industry leader in developing quality content for kids with an extensive library of over 2,800 hours of animated programming, including "Strawberry Shortcake," "Liberty's Kids," "Madeline," "Care Bears" and "Where On Earth Is Carmen Sandiego?" DIC and AOL's kids' online destination "KOL" have formed a co-production partnership that will launch the new branded kids' programming block, "KOL's Saturday Morning Secret Slumber Party for 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. 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.

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>.

About Twentieth Century Fox Home Entertainment

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC (TCFHE) is the worldwide marketing, sales and Distribution company for all Fox film and television programming on VHS, DVD and Blu-ray Disc (BD) as well as acquisitions and original productions. The company also releases all products around the globe for MGM Home Entertainment. Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce - throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.

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STRAWBERRY SHORTCAKE: LET'S DANCE DVD

DVD Price: \$14.98 U.S./\$16.98 Canada
Street Date: October 2, 2007
Prebook Date: September 5, 2007
Running Time: 40 Minutes
Screen Format: Full Screen
Language: English
Subtitles: English and Spanish
Catalog Number: 2246111
MPAA Rating: NR
Closed Captioned