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FOR IMMEDIATE RELEASE

**SWEETER THAN EVER, STRAWBERRY SHORTCAKE
RETURNS FOR ANOTHER SCRUMPTIOUS
ADVENTURE!**

***Strawberry Shortcake:
Berry Blossom Festival***

**The Latest Addition To The Billion Dollar Franchise Blossoms Onto
DVD May 1, 2007 From Fox Home Entertainment**

Century City, CA – Join Strawberry and her friends as they embark on yet another adventure of berry-licious fun in *Strawberry Shortcake: Berry Blossom Festival*, debuting on DVD May 1, 2007 from Fox Home Entertainment, American Greetings Corp., and DIC Entertainment. When Strawberry Shortcake and her friends hold a berrylicious celebration- the first annual Berry Blossom Festival, along with all the fun they learn important lessons about manners and leadership. Generating more than \$1 billion dollars in worldwide retail sales, the berry successful Strawberry Shortcake line has evolved into one of the top children's video franchises with over 9.5 million units sold to date. Filled with enchantment the whole family can enjoy, each *Strawberry Shortcake: Berry Blossom Festival* DVD comes packaged with an exclusive gemstone Berry Blossom Festival Crown, an exact replica from the film. The DVD is available for the suggested retail price of \$14.98 U.S./\$16.98 Canada. Pre-book is April 4, 2007.

Strawberry Shortcake: Berry Blossom Festival Features

The *Strawberry Shortcake: Berry Blossom Festival* DVD is featured in English Stereo and presented in full screen 1.33:1 aspect ratio with English and Spanish subtitles. The DVD also includes a Fox Kids Trailer and is packaged with a real Berry Blossom Festival Crown, an exact replica from the film.

Strawberry Shortcake: Berry Blossom Festival Synopsis

You are cordially invited to a berrylicious celebration starring Strawberry Shortcake and all her friends! It's a berry beautiful day in Strawberryland, the perfect day for Strawberry Shortcake to hold the first annual Berry Blossom Festival! And what better way to get ready than at a tea party with all her friends. But as soon as Strawberry Shortcake starts to enjoy her delicious treats, one friend announces that manners don't matter. Then, at the festival, another friend decides that she will be crowned Queen of the Festival – even if it means breaking all the rules! Will anyone ever play nicely again? If anyone can save the day and bring good behavior back to Strawberryland, it's definitely Strawberry Shortcake!

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 Corp. (NYSE:AM)

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, candles, stationery, calendars, educational products, ornaments and electronic greetings. American Greetings is also the creator and owner of many celebrated character properties, including Strawberry Shortcake. Located in

Cleveland, Ohio, American Greetings generates annual net sales of approximately \$2 billion.

About AG Properties

American Greetings' intellectual property and outbound licensing division, AG Properties, was established in 2005 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 \$1.8 billion and \$1.3 billion in retail sales respectively, but also the IP, digital, manufacturing and retail core competencies that define the American Greetings Corporation. For more information visit www.agpbrands.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: Berry Blossom Festival DVD

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Pre-book Date:	April 4, 2007
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Closed Captioned:	Yes