



AMERICAN GREETINGS PROPERTIES' CARD SENSATION "TWISTED WHISKERS™" COMING TO LIFE IN A NEW CGI ANIMATED TV SERIES

American Greetings Properties Partners with Mike Young Productions & DQ Entertainment to Bring the Stretched, Squashed, Pop-Eyed Animals to Life as an Innovative Entertainment Brand

NEW YORK, NY (April 19, 2007) American Greetings Properties, American Greetings' intellectual property and outbound licensing division, has partnered with Mike Young Productions and DQ Entertainment to create a new CGI animation television series for the *Twisted Whiskers* property. In total, 26 half-hour episodes will be created by the new partnership and the series will be distributed to broadcasters by Taffy Entertainment.

Launched in 2001 as a greeting card line, *Twisted Whiskers* featured a "twisted" bunch of cats and dogs and immediately became the fastest-selling summer social expressions line ever developed by American Greetings. The broad appeal of these comically contorted animals has led to a successful merchandise program attracting stationery, plush and automotive accessories consumers. After the overwhelming successful response from the *Twisted Whiskers* CGI shorts, which were produced in conjunction with Margaret Loesch and The Hatchery LLC, posted on-line and featured as ecards earlier this year, American Greetings Properties is now transforming the cats and dogs of *Twisted Whiskers* into a full-fledged entertainment-based character property.

Mike Young Productions and DQ Entertainment will join American Greetings Properties to produce 26 half-hour episodes, each comprised of four separate all-new CGI animated shorts. Two of the shorts will involve longer storylines of approximately ten minutes and two shorter stories at approximately 30 seconds each. The zany cat and dogs will interact in typical pet situations that will become "twisted" as the animals get into funny and unexpected (mis)adventures. Each animal will have a very distinct and recognizable personality that will encourage creative freedom to place them in an unlimited variety of themes, places and situations.

"We look forward to *Twisted Whiskers*' continued success as an entertainment property," says Sean, Gorman, Vice President of Production and Development, American Greetings Properties. "In addition to being very popular with pet owners and animal lovers alike, the off-kilter look and attitude of the characters gives them strong cross-generational and cross-cultural appeal with everyone – kids, tweens, teens and adults."

American Greetings has selected Mike Young Productions, the largest independent studio in North America, to handle all of the pre and post-production for the *Twisted Whiskers* shorts. "We are impressed with Mike Young Productions' strong experience producing the highest quality CGI animated TV programming and distributing animated programming around the world," added Gorman.

Mike Young Production's sister company, Taffy Entertainment, takes the lead on the series' distribution, with specific focus on Europe and Latin America. American Greetings retains all

North American audio/video distribution rights as well as global rights for new media distribution. In addition to handling all overseas animation production, DQ Entertainment will handle audio/video distribution for Asia and India. American Greetings Properties will manage all global merchandise licensing, with Taffy Entertainment serving as licensing agent for France and U.K.

American Greetings Properties will also continue to work with Bill Kopp, the creative talent behind the original *Simpsons* shorts from the *Tracey Ullman Show* as well as the initial on-line *Twisted Whiskers*' shorts, to help oversee the creative direction of the new television series.

Fueled by the new television series and its popularity across new media, American Greetings Properties will look to expand its wide-reaching licensing program to leverage the irreverent humor of *Twisted Whiskers*, targeting tweens, teens and young adults. Partners will initially be sought in such categories as home video, toys, gifts, novelty collectibles, and apparel.

“Working off of the success of the *Twisted Whiskers* greeting card program, we signed on a few licensees across about a dozen categories a few years ago,” explained Tamra Knepper, Senior Vice President, Consumer Products, American Greetings Properties. “We’ve had success in many areas, but now with this new content, the characters are brought to life -- expanding the demographic appeal and opening up new opportunities for worldwide merchandise licensing.”

Mike Young Productions (MYP)

Mike Young Productions (www.MikeYoungProductions.com) is one of the largest and most prolific independent animation studios in North America. Along with its majority partner, MoonScoop Group in France, MYP is a leading producer of top-quality, award winning CGI and traditional 2D television animation, with programming seen in over 160 countries around the world. MYP is led by its Emmy Award-winning managing partners Mike Young, creator of the British Academy award-winning series "SuperTed," Liz Young, supervising producer of Scholastic Entertainment's Emmy-nominated "Clifford the Big Red Dog" and its Emmy-winning spin-off, "Puppy Days," and Bill Schultz, two-time Emmy Award-winning producer of "The Simpsons." Headquartered in Los Angeles, the studio boasts a 16,000 square foot digital production facility where current and future animation favorites, including "Pet Alien," "ToddWorld," "Growing Up Creepie," "I Got A Rocket," "Dive Olly Dive!" and the multi-Emmy and British Academy Award-winning "Jakers! The Adventures of Piggley Winks," among others, are created.

About DQ Entertainment

DQ Entertainment is based in Hyderabad, India and is a leading player in the Animation, Visual Effects (VFX) for TV/Features and Games Art creation business. The company is engaged in the production, co-production of animated TV series, DTH Videos, Feature Films in 3D CGI/2D Traditional/Flash, Next Generation 3d Game Asset Development, Mobile Game Development and Mobile Application. It has over 2500 highly skilled personnel working out of its facilities in Hyderabad and Manila. DQE has the distinction of receiving several premier international awards and nominations for several of its productions – DAYTIME EMMY AWARDS (2005,2006,2007) ANNECY (2004), BAF (2004,2005,2006) NZ SCREEN AWARDS (2005,2006) ETC. The company’s client list consists of leading business groups of the industry including: Disney Group, Nickelodeon Group, Mattel, BBC Worldwide, Sony Group and

international broadcasters like RAI, France2, France3 and many more. For more information visit: www.dqentertainment.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 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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