

American Greetings Properties Green Lights Second Season of Popular New Animated Series, *Strawberry Shortcake's Berry Bitty Adventures*

The Hub Commits to Thirteen New Episodes of CGI Animated Series to Debut in Fall 2011

New York, NY (March 25, 2011) – American Greetings Properties, the intellectual property and outbound licensing division of American Greetings Corporation (NYSE: AM), announced today that it has green lit production for a second season of its popular new Strawberry Shortcake series, *Berry Bitty Adventures*. The CGI animated series debuted last fall on The Hub and quickly became a breakout hit for the new network, ranking #1 for girls ages 2-5. Thirteen episodes are in production for the new season that will continue to showcase Strawberry Shortcake and her five best friends as well as welcome a new character into the group for the first time in more than 5 years.

“We’re thrilled that a new generation of kids have embraced the engaging world of Strawberry Shortcake through *Berry Bitty Adventures*. It reinforces the enduring appeal of the character and her wholesome messages,” said Sarah Finn, vice president of production. “The new season will continue to present the fun-loving adventures of Strawberry and her friends, with music playing as a central theme. To that end, we will be introducing a special new character that Strawberry’s fans will just love.”

Berry Bitty Adventures made its debut last fall on The Hub, the all-new kids network that is a joint venture between Discovery Communications and Hasbro, Inc. The series follows Strawberry Shortcake, Blueberry Muffin, Raspberry Torte, Plum Pudding, Orange Blossom and Lemon Meringue as they run little shops and go on fantasy adventures in the whimsical land of Berry Bitty City, a tiny world underneath the leaves of a berry patch. There's always something fun to do in Berry Bitty City, and when someone needs help Strawberry Shortcake and her friends are always there to lend a helping hand. In this new season, debuting fall 2011, they will be joined by a new girl in town who wows everyone with her musical abilities.

Strawberry Shortcake, who recently celebrated her 30th anniversary, debuted in 1980 as a line of social expressions products, as well as toys, videos, games, crafts and books. The character quickly catapulted from being a little girl with a mop of red yarn curls into superstardom. In just five years, the property generated more than \$3.6 billion in worldwide retail sales, sold 25 million small dolls and produced three gold records. Now a whole new generation of young girls and their moms are rediscovering the freckle face little girl.

About American Greetings Properties

American Greetings Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties

through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie, Popples and Madballs, as well as new properties Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online at www.agkidzone.com. For more information on AGP, visit www.agpbrands.com.

About American Greetings Corporation

For more than 100 years, American Greetings Corporation (NYSE: AM) has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships. The Company's major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has one of the largest collections of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc. (the Company's online division). In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.6 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit <http://corporate.americangreetings.com>.

About The Hub Network

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, specials and game shows, and the network extends its content through a robust and engaging online presence, www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and reaches approximately 60 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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