

3rd August 2009

International Greetings PLC ('the Company')

Directors Dealings

The Company received notification on 31st July 2009 that Sheryl Tye, a Director of the Company, acquired an interest on the same date in 26,000 ordinary shares in the Company at a purchase price of 38 pence per share.

Following this transaction, Sheryl Tye has a personal beneficial interest in 26,000 ordinary shares, representing approximately 0.05% of the Company's issued share capital, and has options over 300,000 ordinary shares.

For further information, please contact:

International Greetings plc
Paul Fineman, Chief Executive
Sheryl Tye, Finance Director

Tel: 01707 630630

Arden Partners plc
Richard Day
Colin Smith

Tel: 020 7398 1632

Financial Dynamics
Jonathon Brill
Caroline Stewart

Tel: 020 7831 3113