

**29 September 2009**

**International Greetings PLC ('the Company')**

**Director's Dealings**

The Company received notification on 25 September 2009 that Mr Keith James, the Chairman of the Company, purchased 40,000 Ordinary Shares in the Company at 55 pence per share on the same day.

Following this transaction, Mr James has a beneficial interest in 50,562 Ordinary Shares, representing approximately 0.1% of the Company's issued share capital.

**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