

International Greetings plc
7 October 2009

International Greetings plc (the 'Company') announces that it was informed on 5 October 2009 by the Hedlund family of a reduction in its percentage interests in the issued share capital of the Company. These changes have arisen as a consequence of the allotment on 22 September 2009 of 3,642,268 new ordinary shares in the Company in settlement of deferred consideration payable in respect of the acquisition of Glitterwrap, Inc.

The Company has been informed that the Hedlund family's interests in the Company now comprise:

- 20,810,400 ordinary shares (being 39.91% of the Company's issued ordinary shares) and 2,819,800 ordinary shares (5.41%) respectively registered in the names of Artistic AG and Malios AG, companies incorporated in Switzerland which are under the ultimate control of the Hedlund family;
- 448 ordinary shares (0.0%) held by Mr Anders Hedlund, deputy chairman of the Company;
- 900,790 ordinary shares (1.73%) held in trust for the benefit of Mr Anders Hedlund's adult children; and
- 250,000 ordinary shares (0.48%) held by other family members.

In aggregate, the Hedlund family interests now amount to 24,781,438 ordinary shares, representing 47.53% of the issued ordinary share capital of the Company.

Enquiries:

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