

INTERNATIONAL GREETINGS PLC

Holdings in Company

International Greetings plc (“International Greetings” or the “Company”) announces that it was notified on 23 December 2009 by the Hedlund Family that, on the same day, Artistic AG had transferred 20,310,400 (being 38.95% of the Company's issued ordinary shares) ordinary shares in the Company to AC Artistic Limited and that Malios AG had transferred 2,819,800 ordinary shares in the Company (being 5.41% of the Company's issued ordinary shares) to Malios Limited. AC Artistic Limited and Malios Limited are companies incorporated in the British Virgin Islands which are under the ultimate control of the Hedlund Family.

Following these transfers, the Hedlund Family's total interests in the ordinary shares of the Company remains unchanged at 24,781,438 ordinary shares, representing 47.53% of the issued ordinary share capital of the Company.

Enquiries:

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