

28th April 2010

International Greetings PLC
(“International Greetings” or “the Company”)

Non-Executive Board Appointment

International Greetings Plc, one of the world’s leading designers, innovators and manufacturers of gift wrap, crackers, cards, stationery and accessories, is pleased to announce the appointment of Mr John Stuart Northcliffe Charlton as non-executive director to the plc Board with immediate effect.

John, aged 63, brings to the Board many years of management experience within the Consumer Goods industry, strong financial and commercial skills, as well as strong business “turn-around” skills.

John previously held senior positions at both American Greetings Corporation and UK Greetings Ltd including Senior Vice President International of American Greetings Corporation and Chief Executive UK of Greetings Ltd. Prior to that John held a number of senior management positions including Managing Director at Consumer Products and Hard Goods for Pentland Group plc. Previous roles also included Managing Director at both Liden Group plc and GKN Distributors Ltd.

Commenting on John’s appointment, Paul Fineman, Chief Executive Officer said:
“We are delighted to welcome John to the Board. John’s management experience, combined with his extensive knowledge of the greetings card and giftware markets, will be invaluable in helping the Company to fulfil its potential in the coming months and years.”

John Charlton has held the following directorships during the last five years:

Current Directorships

Gibson Hanson Graphics Limited
Gibson Greetings International Limited
Gibson Group Limited
Galleon Publications Limited
Carlton Cards Limited
Nancy Miller Associates Limited
Red Kite Designs Limited

Past Directorships

UK Greetings Limited
Camden Graphics Limited
Card Markets Limited
Hanson White Limited
Miller Enterprises Limited
Collage Designs Limited
Card Connection Limited
Gift Connection Limited
Accord Publications Limited
Accord Retail Limited
EMS Publications Limited
Elphick Designs Limited
Network Greetings Limited
Proliance Limited
The No-Good Card Company Limited
Xpressions Limited
American Greetings Corporation
S.A. Greetings Corporation (PTY) Limited

Mr Charlton does not hold any ordinary shares in the Company but his wife is the beneficiary owner of 57,500 ordinary shares representing 0.1% of the issued share capital.

The Company has been informed by Mr Charlton that there are no other matters required to be disclosed under paragraph (g) of Schedule Two of the AIM Rules for Companies.