

15 July 2010

International Greetings PLC

Director's Dealings

International Greetings PLC (the "Company") announces that it has today received notification that Sheryl Tye, a Director of the Company, purchased 16,000 Ordinary Shares in the Company at a price of 62 pence per share on 15 July 2010.

Following this transaction, Ms Tye has a beneficial interest in 42,000 Ordinary Shares, representing approximately 0.08% of the Company's issued share capital, and has options over 300,000 Ordinary Shares.

For further information, please contact:

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