

25 August 2010

**International Greetings plc ("IG" or the "Company")**

**Block listing Application and TVR**

The Company announces that an application has been made to the London Stock Exchange for the admission to trading on AIM of a block listing of 6,000,000 ordinary shares of 5p each. These shares, which rank equally with the existing ordinary shares in issue, will be allotted from time to time in accordance with the exercise of options under the company's Executive Share Option Scheme. It is expected that the block listing will become effective on 27 August 2010.

In conformity with the Financial Services Authority's Disclosure and Transparency rules, IG hereby notifies the market that the Company's issued share capital comprises 52,150,012 ordinary shares of 5p each. All of these shares carry voting rights. The Company does not hold any shares in treasury.

The above figure of 52,150,012 ordinary shares in the Company carrying voting rights may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FSA's Disclosure and Transparency Rules.

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