

18th October 2012

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

Board Appointments

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 appointments of Lance Burn and Richard Eckman as Executive Directors.

Lance Burn has held the positions of Managing Director of International Greetings UK since 2009 and Managing Director of International Greetings China since 2011. Under Lance's leadership, the UK business has successfully grown its revenues and profitability and has diversified into Every Day cards together with the launch of a personalised e-retailing solution with a major UK Grocer. Lance has also recently co-ordinated the relocation of the Group's China factory, a significant investment designed to provide the highest standards that will help to maintain the Group's competitive market position.

Prior to joining International Greetings, Lance held the position of Managing Director of Avana Bakeries for Rank Hovis McDougal plc and Division Director for a core business within Saint Gobain Solaglas UK, as well as Technical & Manufacturing roles for PepsiCo International.

Richard Eckman joined International Greetings USA in 2001 as Executive VP Operations. He has served as CEO of International Greetings USA since 2011. Richard has led the successful development of the US business, which continues to be a major growth opportunity for the Group. Specifically, Richard championed the launch of innovative new products in the Value retail segment and continues to focus on increasing the Group's market share across all segments of the gift packaging and stationery market.

Richard's early management career included operational and financial positions with Amer Sports Group, Electrolux USA, and General Electric.

John Charlton, Chairman said:

“We are delighted to welcome Lance Burn and Richard Eckman to the Board as Executive Directors. Both have played key roles in the development of International Greetings, as we have focused on driving profitable growth by developing an increasingly balanced business by product category, brand, seasonality and region.

“Their appointments to the Board will be invaluable in driving the business forward at this exciting phase in the Group's development. We look forward to continuing to benefit from their extensive industry and plc experience.”

- ENDS-

Lance Burn – Aged 48 years

Current Directorships / Partnerships:

International Greetings UK Limited

Mindshop UK Limited

Tawe Coach Builders Ltd

Gill Burn Consultancy Ltd

Directorships in the past 5 years:

Leveraged Business Solutions Limited (dissolved)

Richard Eckman – Aged 53 years

Current Directorships / Partnerships:

International Greetings USA, Inc.

Directorships in the past 5 years:

N/A

There are no other matters to be announced as required under paragraph (g) of Schedule 2 of the AIM Rules.

For further information, please contact:

International Greetings plc

Tel: 01707 630617

Paul Fineman, Chief Executive

Anthony Lawrinson, Chief Financial Officer

Cenkos Securities plc

Tel: 0207 397 8900

Bobbie Hilliam

Adrian Hargrave

Arden Partners plc

Tel: 020 7614 5917

Richard Day

Jamie Cameron

FTI Consulting

Tel: 020 7831 3113

Jonathon Brill

Georgina Goodhew