

15 July 2013

Dear Shareholder

Notice of Annual General Meeting

I am pleased to invite you to the Annual General Meeting ("AGM") of International Greetings plc (the "Company") to be held on Wednesday 18 September 2013 at 10.15 a.m. at International Greetings plc, No 7 Water End Barns, Eversholt MK17 9EA, United Kingdom. The formal notice of AGM is enclosed, which sets out the business to be considered at the meeting.

Each resolution at the AGM will be proposed and voted on separately and there will be an opportunity during the meeting to ask questions of your Directors on the issues involved. Explanatory notes on the resolutions are attached.

Your Directors believe that the proposed resolutions are in the best interests of the Company and its shareholders as a whole and unanimously recommend that you vote in favour of each of the proposed resolutions.

You are entitled to appoint another person as your proxy to exercise all or any of your rights to attend and to speak and vote at the meeting. You may appoint more than one proxy in relation to the meeting, provided that each proxy is appointed to exercise the rights attached to a different share or shares held by you. A proxy does not need to be a shareholder of the Company. If you wish to appoint a proxy please use the enclosed Form of Proxy.

Whether or not you propose to be at the AGM, you are asked to complete and return the enclosed form of proxy as soon as possible, but in any event so as to be received by Capita Registrar at PXS, 34 Beckenham Road, Beckenham BR3 4TU no later than 10.15 a.m. on Monday 16 September 2013.

I look forward to meeting you at the AGM.

Yours sincerely

Anthony Lawrinson
Company Secretary