

## **International Greetings plc (the “Company”)**

### **Director Shareholdings**

The Company was informed on 11<sup>th</sup> August 2015 that on 22<sup>nd</sup> July 2015 Paul Fineman transferred, for nil consideration, his entire beneficial shareholding of 4,239,249 ordinary shares of 5 pence each in the Company (“**Ordinary Shares**”) to a nominee account at Canaccord Genuity Wealth. Mr Fineman also intends before the end of August 2015 to transfer his entire non-beneficial holding of 174,608 Ordinary Shares to a separate nominee account at Canaccord Genuity Wealth.

Following the above, Mr Fineman’s beneficial and non-beneficial shareholding remains unchanged at 4,413,857 Ordinary Shares, representing 7.50 per cent. of the current issued share capital of the Company.

12 August 2015

For further information, please contact:

International Greetings plc  
Paul Fineman, Chief Executive  
Anthony Lawrinson, Chief Financial Officer

Tel: 01525 887310

Cenkos Securities plc  
Bobbie Hilliam

Tel: 0207 397 8900