

International Greetings plc  
20 February 2009

International Greetings plc (the 'Company') announces that it was informed on 17 February 2009 by Mr S A Hedlund, its Deputy Chairman, of a change in his non-beneficial interest in the share capital of the Company.

The Company announced in June 2005 that it had been notified that Mr Hedlund had transferred 900,790 ordinary shares, which at that time were registered in his own name, into a trust fund for the benefit of his children. Mr Hedlund was a trustee of this fund until 17 July 2008, when he resigned.

Mr Hedlund has confirmed to the Company that he no longer has any interest in the 900,790 ordinary shares held by the trust fund. His interests in the share capital of the Company currently comprise 448 shares registered in his own name, together with an interest in 20,310,400 ordinary shares and 2,819,800 ordinary shares respectively registered in the names of Artistic AG and Malios AG, companies incorporated in Switzerland which are under the ultimate control of the Hedlund family.

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