

International Greetings plc (the "Company")

Director Shareholdings

The Company announces that on 11th July 2012 Paul Fineman exercised options over 1,212,444 ordinary shares of 5 pence each in the Company ("**Ordinary Shares**"). The options exercised by Mr Fineman were granted to him on 17th December 2008 by Artistic AG, a company under the control of the Hedlund family. The exercise price per Ordinary Share was 14 pence. Following the exercise of options, Mr Fineman is beneficially and non-beneficially interested in 4,426,686 Ordinary Shares, representing 7.93 per cent. of the current issued share capital of the Company. Mr Fineman also holds 1,052,556 options over new Ordinary Shares, granted pursuant to the International Greetings 2008 Executive Share Option Plan.

Following the transfer of the 1,212,444 Ordinary Shares to Mr Fineman Anders Hedlund, the Company's deputy chairman, will be beneficially interested in 22,418,204 Ordinary Shares. These will held as follows:

Artistic AG - 500,000 Ordinary Shares

AC Artistic Ltd - 19,097,956 Ordinary Shares

Malios Ltd - 2,819,800 Ordinary Shares

Anders Hedlund's own name - 448 Ordinary Shares

In addition West Coast Trust (a trust for the benefit of Anders Hedlund's adult children) holds 900,790 Ordinary Shares and Claes Hedlund (Anders Hedlund's brother) owns 250,000 Ordinary Shares. In total the Hedlund family will, following the exercise of the option by Paul Finemen be interested in 23,568,994 Ordinary Shares, representing 42.20 per cent. of the current issued share capital of Company.

For further information, please contact:

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

Tel: 01707 630617

Cenkos Securities plc
Bobbie Hilliam

Tel: 0207 397 8900

Arden Partners plc
Richard Day
Jamie Cameron

Tel: 020 7614 5917

FTI Consulting
Jonathon Brill
Caroline Stewart
Georgina Bonham

Tel: 020 7831 3113