

International Greetings plc (the “Company”)

Director Shareholdings

The Company announces that on 5th July 2013 Paul Fineman exercised options over 838,271 ordinary shares of 5 pence each in the Company (“**Ordinary Shares**”). The exercise price per Ordinary Share was 14 pence.

Following the above exercise of options, Mr Fineman is beneficially and non-beneficially interested in 5,264,957 Ordinary Shares, representing 9.14 per cent. of the current issued share capital of the Company. Mr Fineman now holds 214,285 options over new Ordinary Shares.

8th July 2012

For further information, please contact:

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