

International Greetings plc (the “Company”)

Director Shareholdings

The Company announces that Paul Fineman, Chief Executive Officer of the Company, has today exercised 214,285 options over ordinary shares of 5 pence each in the Company (“*Options*”). The exercise price per Option was 14 pence. Mr Fineman has also notified the Company today that the Howard Gary Fineman Intestacy Trust who hold 174,608 Ordinary Shares, in which Mr Fineman has a non-beneficial interest, intends to transfer its holding to a nominee account in which Mr Fineman continues to have a non-beneficial interest. The transfer has no effect on the total shareholding of Mr Fineman.

Following the above, Mr Fineman’s total beneficial and non-beneficial shareholding has increased to 4,628,142 Ordinary Shares, representing 7.8 per cent. of the enlarged issued share capital of the Company.

Following the exercise of options by Mr Fineman and certain other employees an application has been made to the London Stock Exchange for 394,285 Ordinary Shares to be admitted to trading on AIM. Admission of the new Ordinary Shares is expected to occur on 08 December 2015.

Following Admission, the issued share capital of the Company will consist of 59,255,833 ordinary shares of 5p each (“Ordinary Shares”). The Company does not hold any shares in treasury. The above figure may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure and Transparency Rules.

2 December 2015

For further information, please contact:

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