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INTERNATIONAL GREETINGS LAUNCHES "LITTLE BRITAIN" RANGES

Group wins Decade of Excellence Award at the AIM Awards- International Greetings PLC ("the Company" or "the Group") (AIM: IGR), the leading designer and manufacturer of private label greetings products, wrapping paper and film and television character based licensed stationery, announces today that it has launched a range of greetings and stationery products based on characters from the award winning comedy series Little Britain.

The Little Britain range reflects the Group's continued diversification into products which appeal to teenage and student markets (in addition to its extensive range of children's licences).

International Greetings has signed an initial two year licence for the UK marketplace with Granada Ventures Limited, and Little Britain designed products will be in shops for the busy Christmas season.

AIM Decade of Excellence Award

International Greetings is also pleased to announce that it won the Decade of Excellence Award at the 10th annual AIM Awards dinner. Nick Fisher, joint chief executive of the Group, collected the award on behalf of International Greetings who received the award in recognition of an outstanding contribution to the success of AIM since its launch in 1995.

Commenting on the results, Nick Fisher, Joint Chief Executive, said :

"Most of our licensed products are focussed at younger children, so it is exciting for us to launch a new range which is geared towards the student and teenage segments of the market. Little Britain is an extremely popular programme, and has developed an enormous following. We believe there will be strong demand for our products this Christmas and beyond."

For further information, please contact:

Nick Fisher, International Greetings

Tel. 01707 630630

Richard Sunderland/ Rachel Drysdale,
Tavistock Communications

Tel. 020 7920 3150