

24 August 2009

International Greetings PLC ('the Company')

Directors' Dealings

The Company received notification on 20 August 2009 that Christopher Howell, a Director of the Company, purchased 50,000 ordinary shares in the Company ("ordinary shares") at a purchase price of 40.5 pence per share on 19 August 2009 and a further 40,000 shares at 42.0 pence per share on 20 August 2009.

The Company also received notification on 16 August 2009 that Mr Charles Uwaneme, a Director of the Company, purchased 30,000 ordinary shares in the Company at 50.0 pence per share on 10 August 2009.

Following these transactions, Mr Howell has a beneficial interest in 90,000 ordinary shares, representing approximately 0.18% of the Company's issued share capital, and Mr Uwaneme has a beneficial interest in 40,000 ordinary shares, representing approximately

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