

FOR IMMEDIATE RELEASE



**PLAYMATES TOYS GETS ALL DOLLED-UP THIS SPRING
WITH A FRESH NEW LINE OF STRAWBERRY SHORTCAKE
CHARACTERS AND TOYS**

***Strawberry Shortcake Goes Country With Scrumptious New
Fashions And Berry Fun Friends!***


COSTA MESA, CA – Strawberry Shortcake and Friends’ master toy licensee, Playmates Toys, bursts into Spring 2008 with a charming, all-new assortment of Strawberry Shortcake toys and dolls. Along with American Greetings Corp., creator/owner of *Strawberry Shortcake*, and DIC Entertainment, exclusive worldwide licensing agency for the property, the company has followed *Strawberry Shortcake*’s brand new look with a full line of fresh new dolls, updated designs and more that will be available in the Spring of 2008. Jam-packed with imagination, the lovely new line-up perfectly blends the classic wholesome nature of the *Strawberry Shortcake* characters with new fashions, flavors and scents that little girls will love, including their new line of ***Berry Lil’ Babies***. With over a billion dollars in licensing sales, *Strawberry Shortcake* delivers more sweet surprises with new friends and a TV show berry better than ever.


“We’re thrilled to introduce fun and fresh new designs for our basic dolls and an entirely new line, *Berry Lil’ Babies*, which will give the younger part of our demographic adorable cute babies to nurture and love,” says Holli Hoffman, Director of Marketing, Girls for Playmates Toys. “Each and every doll combines special Strawberry Shortcake styling with sweet scents that little girls will adore.”


Since the re-introduction of the brand by American Greetings and DIC in 2003, *Strawberry Shortcake* has generated over \$1 billion in retail sales to date. With a new television show that recently debuted on CBS' Saturday morning line-up and four new DVD titles planned for release in '08 from Fox Home Entertainment, *Strawberry Shortcake* continues to grow into a multi-dimensional entertainment powerhouse and garner enthusiastic new fans. This winter, Strawberry Shortcake joins kid-favorite McDonald's for an exciting new Happy Meal Promotion that will be supported by a multi-million dollar advertising and promotional campaign designed around *Strawberry's* celebratory "Let's Dance" theme.


Dolls and More


Strawberry Shortcake gets ready for big country fun with new fashions and good-time friends. Designed for ages 3 and up, the delectable new Spring line-up includes:

 ***Strawberry Shortcake Country Fun Dolls*** (6.5" doll; SRP \$8.99)– All new friends, trendy country fashions and twist and flip barrettes make these stylish dolls so berry special.

 ***Strawberry Shortcake Country Cruisin Ride & Doll*** (SRP \$12.99) – A freewheeling ride that bounces a sweet strawberry basket up and down as it drives. Honk the horn for a puff of sweet strawberry scent!


 ***Strawberry Shortcake Picnic Ponies*** (SRP \$9.99) – Fun country-themed Ponies are scented and come with adorable Picnic accessories.

 ***Strawberry Shortcake Berry Bead Beauty*** (SRP \$19.99) – Adorable country fashion with a fun hair feature that allows girls to decorate their doll's hair and clothing with fun berry beads. Also includes a sweet strawberry purse to keep the berry beads safe.


 ***Strawberry Shortcake Baby Berry Kisses*** (SRP \$24.99) – Baby Berry comes with a berry bottle and gives a giggle with a puff of strawberry scent when you press her tummy.


Berry Lil' Babies

Brand new, the scented ***Berry Lil' Babies*** line includes four different 4" baby assortments, each with a drink-and-wet feature and individualized-berry cute accessory pieces. Individual accessory sets will also be available. Created for little girls ages 3 and up, the adorable line includes:

 ***Berry Lil' Babies*** (SRP \$4.99) – Dressed in a special playtime outfit with a bottle and softgood diaper, Berry Lil' Babies come in Blueberry Muffin, Angel Cake and two Strawberry Shortcake babies.

Also available are the *Berry Lil' Babies* accessory sets including:

 ***Strawberry Lil' Baby with Bathtime Play*** (SRP \$9.99) – Strawberry Lil' Baby comes complete for full bath time play including a cute Berry Bathtub, softgood diaper and baby bottle.

 ***Strawberry Lil' Baby with Stroller Play*** (SRP \$9.99) – For on-the-go Strawberry fun, the doll comes with a berry small stroller, as well as soft diaper and baby bottle.



Strawberry Lil' Baby with Crib Play (SRP \$9.99) – It's time for sweet dreams!
Strawberry Lil' Baby comes with an adorable rocking cradle, diaper and baby bottle.

About The Playmates Toys Company

For over 40 years, Playmates Toys, Inc., has been among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in both the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises.

From its offices in Hong Kong, China and the United States, Playmates designs, develops, markets and distributes its products in over 60 countries worldwide. Playmates Toys, Inc., is a division of Playmates Holdings Limited, a Hong Kong-based company whose stock is traded on the Hong Kong Stock Exchange.

About American Greetings Corporation

American Greetings Corporation (NYSE: AM) is one of the world's largest manufacturers of social expression products. Along with greeting cards, its product lines include gift wrap, party goods, candles, stationery, calendars, educational products, ornaments and electronic greetings. American Greetings is also the creator and owner of many celebrated character properties, including Strawberry Shortcake and Care Bears. Located in Cleveland, Ohio, American Greetings generates annual net sales of approximately \$1.9 billion. For more information on the Corporation, visit <http://corporate.americangreetings.com>.

About DIC Entertainment

DIC Entertainment, a fully-integrated global brand management company, is dedicated to creating, developing, producing, distributing, marketing and merchandising family-based intellectual properties. The Company serves as the worldwide licensor for brands such as McDonald's, Strawberry Shortcake, and Classic Trolls. DIC has distinguished itself by building one of the largest libraries of animation with approximately 2,800 half-hours of programming, including Inspector Gadget™, Strawberry Shortcake™, Sabrina™, Madeline™, Liberty's Kids™ Care Bears™ and Trollz™. DIC and AOL's kids online destination KOL have formed a co-production partnership that will launch the new branded kids' programming block, "KOL's Secret Slumber Party on CBS." As a pre-eminent supplier of kid's programming worldwide, DIC has developed strategic partnerships with key broadcast partners throughout North America, Europe, Asia, Latin America, Africa and Australia. DIC recently announced the acquisition of Copyright Promotions, a Pan-European licensing agency that represents the licensing rights of a broad portfolio of world-renowned companies including DreamWorks Animation, MGM, Marvel, Sony, Twentieth Century Fox, Viacom and The Football Association. DIC is headquartered in Burbank, California with offices in New York, Paris and London.

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