

For immediate release  
5 October 2007

### Director's Dealing

International Greetings plc ("International Greetings" or the "Company") announces that it was informed on 4 October 2007 that on the same day Mrs Sheila Jones, the wife of Mr J Elfed Jones, a director of International Greetings, purchased 4,000 ordinary shares in the Company at a price of 235 pence per share.

Following this purchase, Mr Elfed Jones is beneficially interested in 19,448 ordinary shares, representing 0.04% of the issued share capital of the Company.

### Enquiries:

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