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ALLIGATOR DIVISION SIGNS DR WHO AND RUPERT BEAR LICENCES FOR NEW PRODUCT LAUNCHES

International Greetings PLC ("International Greetings" or "the Group") (AIM: IGR), the leading designer and manufacturer of private label greetings products and film and television character based licensed stationery, today announces that its Alligator Books Limited subsidiary has signed the licences for 'Dr Who' and the recently re-launched children's classic, 'Rupert Bear'.

Alligator Books, a publisher and distributor of children's books and stationery which was acquired by International Greetings in April 2006, has signed the 'Creative Play' licences for 'Rupert the Bear' from Entertainment Rights and 'Doctor Who' from BBC Worldwide. The Creative Play formats include products such as stickers and colouring sets.

The new licences fit well with the Group's other licensed products which range from much-loved children's classics such as 'Noddy', 'Thomas the Tank Engine' and 'Postman Pat', to more modern successes such as 'Bratz' and 'Dora the Explorer', as well as family movie blockbusters such as the 'Harry Potter' series, 'Spiderman' and 'Shrek'.

Joint Chief Executive, Nick Fisher, commented: "Alligator books has been a great acquisition for International Greetings and these new deals show our continued belief in the value of acquiring the licences for strong and well known brands.

"Both 'Rupert the Bear' and 'Dr Who' are experiencing a resurgence of popularity following recent relaunches. We are convinced their appeal will continue and that the demand for our products will be strong."

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