

For immediate release
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Cracker acquisition strengthens International Greetings offering

International Greetings PLC ("International Greetings" 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 acquired Krakajack, one of the leading suppliers of crackers to the Irish market, for an initial cash consideration of £400,000 followed by additional deferred payments estimated at £500,000.

Krakajack, which is estimated to contribute turnover of £2 million this financial year, provides International Greetings with:

A customer base and order book into the Irish cracker market

An entry into the lucrative catering market

Machinery and equipment for the manufacture of crackers (to complement the Group's existing hand-made high quality products)

There will be no significant additional overhead for International Greetings as Krakajack's business and manufacturing line will be integrated into the Group's production facility in Wales.

International Greetings will announce preliminary results for the year ended 31st March 2004, on 29th June 2004. Analysts wishing to attend a presentation should contact Richard Sunderland at mj2 (contact details below).

Nick Fisher, Chief Executive of International Greetings, commented:

"Krajack further strengthens our offering by providing International Greetings with new equipment and expertise, as well as a foothold in the important Irish and catering markets."

For further information, please contact:

Nick Fisher, International Greetings

Tel. 01707 630630

Richard Sunderland/ Rachel Drysdale,
Tavistock Communications

Tel. 020 7920 3150