



New Partnership with Care Bears™, Strawberry Shortcake™ and Madballs™ Will Knock Your Socks Off!

American Greetings Partners with Socks and Accessory Brands Global for Infants, Juniors and Adults Hosiery and More

New York, January 15, 2015 – American Greetings Properties (AGP), the intellectual property and outbound licensing division of American Greetings Corporation, has announced a collaboration between their properties Care Bears™, Strawberry Shortcake™ and Madballs™, and Socks and Accessory Brands Global (SABG) available in stores for back-to-school 2015.

SABG specializes in hosiery, legwear and accessories for the whole family – from toddlers to adults – such as socks, tights, leg warmers, boot cuffs, cozy socks, slipper socks, boot liners, and their very own non-slip sock design. “This partnership will engage fans with a new line of fun, fashionable hosiery for all ages,” said Lindsay Martinez, Vice President of Domestic Licensing, AGP. “We’re excited to be a part of SABG’s successful portfolio of brands and to be their first partner to provide licensed character properties.”

In the U.S., Care Bears, Strawberry Shortcake and Madballs hosiery and accessories will be available in mass and mid-tier retailers as well as shoe stores. Madballs accessories will also be available in Canada.

About Care Bears™

First introduced by American Greetings in 1982 through consumer products, greeting cards, and later an animated CGI television show, Care Bears has become one of the world’s most popular and endearing children’s properties. Today, fans of all ages around the world are falling in love with these huggable bears who help kids have fun while sharing and caring. Care Bears just recently announced a partnership with Netflix for new digital content. The brand also has a robust social media following, has more than 5 million views of new and classic videos on YouTube, and has a portfolio of popular apps for mobile devices.

About Strawberry Shortcake

Strawberry Shortcake debuted in 1980 as a line of social expression products, as well as toys, videos, games, crafts and books. Today, the little girl with the big personality is winning the hearts of a third generation of consumers. For more information on Strawberry Shortcake, visit www.strawberryshortcake.com.

About Madballs

Originally introduced in 1986 by AmToy, a subsidiary of American Greetings, Madballs were an instant hit and quickly expanded into other product categories including comics, home video and video games. Today more than 90 characters exist for Madballs and with names like Bash Brain, Slobulus and Zit Wit, they'll crack you up and gross you out. You can find Madballs at www.madballs.com.

About American Greetings Corporation

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships to create happiness, laughter and love. The Company's major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has one of the largest collections of greetings on the Web, including greeting cards available at Cardstore.com and electronic greeting cards available at AmericanGreetings.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the AG Properties group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$2 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit <http://corporate.americangreetings.com>.

About AG Properties

AG Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears™ and Strawberry Shortcake™ licensed products, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie™ and Madballs™, as well as new properties Boofle™, Packages from Planet X™ and Twisted Whiskers™. Children can experience AGP online at www.agkidzone.com. For more information on AGP, visit www.agpbrands.com.

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