

FOR IMMEDIATE RELEASE

Sunrise Greetings® Connects People by Engaging Unique Artists

New and Featured Artists Sign Agreements

BLOOMINGTON, Ind. (February 13, 2012) — Sunrise Greetings® today announced the renewal of an on-going partnership with Sandra Magsamen™. Sandra's Messages from the Heart™ and Baby Collection have been mainstays in the Sunrise offerings of artist inspired greeting cards. She uses her own creativity and spirit to craft cards that help people express themselves and connect with others. "I have really enjoyed my partnership with Sunrise Greetings over the past eleven years", said Ms. Magsamen. "I look forward to continuing to create cards that connect one heart to another."



In addition Sunrise, today, announced the signing of two new artists, Trish Biddle and AnnScott Design. Trish Biddle is published internationally, and is collected around the world. Her expertise in capturing nature and light creates richly colored, breath-taking canvases. With a well-defined style, broad, romantic strokes and vibrant color, Trish paints figurative, floral, fashion icons and children's art.

AnnScott has become fashionably “note-able” since her debut in 2009. Her fresh, new way to “write in style” is now internationally available and a best seller. She’s known for her fashion flair, love of shoes and handbags and *Joie-de-Vivre* attitude. Her 'look' is hand-illustrated with a style all her own.

Dianne Deckert, Creative Director of Sunrise stated, “I am fortunate to work with our artists. The array of talent is impressive. They bring unique range, energy and excitement to Sunrise cards and gifts that resonate with our consumers.”



About Sunrise Greetings®

Sunrise Greetings® offers distinctive greeting cards for special occasions and everyday sending. Sunrise cards feature exclusive artwork from leading designers and illustrators such as Caroline Gardner, Dena Designs, Flavia and Sandra Magsamen. A stylish alternative to the ordinary, Sunrise offers a wide variety of artist-inspired cards and gifts. Sunrise products can be found at Barnes and Noble, Office Max, Office Depot, many U.S. Post offices and other fine retailers across North America. For more information, please visit www.sunrisegreetings.com.

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