



FOR IMMEDIATE RELEASE

PARTY LAND, INC. ACQUIRES HALLMARK PARTY STORES

PHILADELPHIA, PA (September 28, 1995)- Party Land, Inc. announced today its purchase of 11 Parties Galore stores and its intention to acquire up to 27 additional Parties Galore stores over the coming months. Parties Galore is a party supply retail chain owned by Evenson Card Shops, Inc., a subsidiary of Hallmark Cards, Inc.

Party Land, Inc., the world's largest international retail party supply franchise with more than 100 franchises in 21 states, as well as Canada, Singapore, and Puerto Rico, will acquire, through the Parties Galore store purchases up to 38 new locations throughout the United States in what Party Land, Inc. believes to be very strategic markets.

"Party Land, Inc.'s purchase of the bulk of Hallmark's Parties Galore chain signals a new era for our company," said Brian Feller, President of Party Land, Inc. "We will be looking for more chain acquisitions, conversions of existing dealers, as well as aggressively pursuing new franchises both in the United States and abroad."

Founded in Philadelphia in 1986, Party Land, Inc. has distinguished itself from all competitors by its unique product mix and its total commitment to customer service. "Our franchisees are very pleased and excited with our system," says Ken Gross, Vice President of Marketing & Real Estate. "The reason is because we do a lot of hand holding with our dealers, just as we expect our franchisees and their employees to do with every customer who walks into a Party Land store."

"This transaction reflects Hallmark's strategic decision to focus on the manufacture and wholesale supply of party products for the specialty party industry in general," says John McCallister, Corporate Development-Hallmark Cards, Inc. "Our party retail concept stores helped us refine Hallmark's Party Express brand products. Now we look forward to building a more meaningful supplier relationship with the growing Party Land organization. Party Land's customer-oriented philosophy is very consistent with that of the Parties Galore chain. We believe the Party Land Franchise system is well positioned to incorporate and leverage further the successful concept we developed over the past five to six years."

Party Land, Inc.'s link with Hallmark goes beyond the purchase of their party supply chain. "We look forward to continuing our excellent relationship with Hallmark by featuring many of their products and working closely with Party Express," says Todd Potter, Executive Vice President of Party Land, Inc. "Party Express has been very successful in developing new and differentiated products including many based on key licensed products."