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FOR IMMEDIATE RELEASE

**Hallmark and Bayer Animal Health
Team Up for “YourPets” Contest**

Partnership provides winning finalist with one-year supply of Advantage® flea control

(Kansas City, Mo., May XX, 2008) — Hallmark Cards, Inc., the nation’s largest greeting card company, today announced a partnership with Bayer Animal Health. The partnership unites passionate pet owners in a light-hearted online contest allowing the public to determine the pet with the “Best Hair” among the 67 finalists of the “YourPets” consumer-created card competition.

“Hallmark has always been the go-to brand for creativity and expression, and we were excited to see the passion and love pet owners expressed for their pets in the ‘YourPets’ competition,” said Eric McEwen, Consumer Manager, Advantage Family, Bayer Animal Health. “As experts in the animal health field, we are proud to now be a part of this ‘YourPets’ mini-contest by awarding the winner with a one-year supply of an Advantage® Topical Solution flea control product and contributing a monetary donation to their favorite pet charity.”

“YourPets” was the second in a series of ongoing consumer created card competitions that Hallmark launched last fall. Pet owners submitted their funniest, most endearing, cutest, silliest, or most creative pet photos, along with a corresponding “birthday” sentiment, for a chance at a cash prize and to have their card sold online and in more than 13,000 retail outlets. Judges included Hallmark creative staff and pet expert judges Dr. Wayne Hunthausen, a veterinarian and pet behavior specialist, and Brian Bengelsdorf, the Art Director of *Dog Fancy* magazine. Hallmark received more than 7,000 entries in the “YourPets” competition.

“For years, Hallmark consumers have approached us with incredible ideas for greeting cards,” said Ingerlene Embry, editorial director at Hallmark. “As a company built on creativity, communicating, and connecting, we understand that passion to create. Our goal is to provide our consumers with the opportunity to share their creativity, while having fun at the same time.”

Consumers are encouraged to visit www.hallmarkcontests.com/vote to cast their vote for the pet with the “Best Hair” among the 67 “YourPets” finalists. The winner of the “Best Hair” mini-contest not only will receive an additional \$250 from Hallmark, but both Hallmark and Bayer each will contribute \$250 to a pet-related charity in honor of the winner. Furthermore, Bayer Animal Health will provide the winner with a one-year supply of an Advantage[®] product, Bayer’s fast-acting, month-long flea protection for cats and dogs. For official rules and more information about the “YourPets” mini-contests, please visit www.hallmarkcontests.com/vote. For more information on Advantage Topical Solution, visit www.petparents.com.

About Hallmark Cards, Inc.

Kansas City-based Hallmark has been helping people communicate, celebrate, and connect for nearly 100 years. Hallmark greeting cards and other products can be found in more than 43,000 places in the U.S. alone, with the network of Hallmark Gold Crown[®] stores providing the very best selection. The Hallmark brand also reaches consumers online at *Hallmark.com*, on newsstands through *Hallmark Magazine*, and on television through Hallmark Hall of Fame original movies and the top-rated Hallmark Channel. In addition, Hallmark publishes products in more than 30 languages and distributes them in 100 countries across the globe. The company’s Crayola subsidiary provides fun and imaginative ways for children to colorfully express themselves. In 2007, privately held Hallmark reported consolidated net revenues of \$4.4 billion. Charitable giving of \$16 million a year focuses on the well-being of children and families, vibrant arts and cultural experiences, and basic services for people in need in the communities where Hallmark operates. For more information about the company, visit <http://corporate.hallmark.com>.

About Bayer Animal Health

Bayer HealthCare, a subsidiary of Bayer AG, is one of the world’s leading, innovative companies in the healthcare and medical products industry and is based in Leverkusen, Germany. The company combines the global activities of the Animal Health, Consumer Care, Diabetes Care and Pharmaceuticals divisions. The pharmaceuticals business operates under the name Bayer Schering Pharma AG. Bayer HealthCare’s aim is to discover and manufacture products that will improve human and animal health worldwide. With sales of EUR 905 million (2006) the Animal Health Division is one of the world’s leading manufacturers of veterinary drugs. The division manufactures and markets approximately 100 different veterinary drugs and care products for food-supplying animals and companion animals (dogs, cats, horses).

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