



ASX Announcement

20 July 2010

Agreement with American Greetings in relation to Papyrus Trademark

Papyrus Australia Ltd (ASX :PPY) is pleased to announce it has entered into an agreement with American Greetings Corporation and UK Greetings Limited (“American Greetings”) - a producer and seller of greeting cards and associated products worldwide, with an annual turnover of USD1.7b - for the global co-existence of the companies respective “Papyrus” trade marks.

For its part, Papyrus Australia Limited will permit American Greetings to register its “Papyrus” trademark in Australia and elsewhere without objection from Papyrus Australia Ltd (for a specific category of goods, being those goods normally traded by American Greetings). In return, American Greetings will not object if Papyrus Australia Limited chooses in the future to register its “Papyrus” trademark beyond Australia.

The agreement also gives Papyrus Australia Ltd the opportunity over a 3 year period to introduce its environmental friendly banana veneer product to the American Greetings company as a potential alternative to card.

For further information, please contact:

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