



**AT THE COMPANY**

Marc S. Goldfarb  
Senior Vice President & General Counsel  
201-337-9000

**AT FINANCIAL DYNAMICS**

Erica Pettit / Leigh Parrish  
General Information  
212-850-5600

**FOR IMMEDIATE RELEASE**

**RUSS BERRIE AND COMPANY, INC. ANNOUNCES APPOINTMENT OF MICHAEL ZIMMERMAN AS CHAIRMAN AND RAPHAEL BENAROYA AS VICE CHAIRMAN**

Oakland, N.J. — May 25, 2007 — Russ Berrie and Company, Inc. (NYSE: RUS) today announced that its board of directors has appointed Michael Zimmerman as Chairman and Raphael Benaroya as Vice Chairman.

Consistent with the previously announced plan to reduce the size of the board from 12 to nine, the following members completed their terms and did not stand for re-election at the Company's recent 2007 Annual Meeting of Shareholders: Carl Epstein, Joseph Kling, Charles Klatskin and Elliott Wahle. Mario Ciampi has been elected to replace Elliott Wahle as one of the two directors designated by Prentice Capital.

Andy Gatto, President and Chief Executive Officer, commented, "Michael and Raphael's business acumen and retail expertise will continue to be of tremendous benefit to Russ Berrie in their new respective roles of Chairman and Vice Chairman. We have focused our business strategy on improving our gift business and continuing to grow our infant and juvenile segment. As we build on the momentum this strategy has created, we look forward to the Board and management team working together to achieve new successes in the future."

Mr. Gatto continued, "We would like to thank Carl Epstein, Joseph Kling, Charles Klatskin and Elliott Wahle for their distinguished tenure with the Company's Board. We appreciate their dedicated service and valuable contributions to our company."

**About Russ Berrie and Company, Inc.**

Russ Berrie and Company, Inc., a leader in the infant and juvenile and gift industries, and its wholly-owned subsidiaries, designs, develops, and distributes a variety of innovative gift, infant and juvenile products to specialty and mass market retailers worldwide. Known for its teddy bears and other plush animals, the Company's gift and infant and juvenile lines are comprised of a diverse range of everyday, seasonal, and occasion-themed products that help people celebrate the milestones in their lives. Founded in 1963 by the late Russell Berrie from a rented garage in New Jersey, today the Company operates offices, showrooms, and distribution centers all over the world and trades on the NYSE under the symbol RUS.

*Note: This press release contains certain forward-looking statements. Additional written and oral forward-looking statements may be made by the Company from time to time in Securities and Exchange Commission (SEC) filings and otherwise. The Private Securities Litigation Reform Act of 1995 provides a safe-harbor for forward-looking statements. These statements may be identified by the use of forward-*

*looking words or phrases including, but not limited to, “anticipate”, “believe”, “expect”, “project”, “intend”, “may”, “planned”, “potential”, “should”, “will” or “would”. The Company cautions readers that results predicted by forward-looking statements, including, without limitation, those relating to the Company’s future business prospects, revenues, working capital, liquidity, capital needs, interest costs and income are subject to certain risks and uncertainties that could cause actual results to differ materially from those indicated in the forward-looking statements. Specific risks and uncertainties include, but are not limited to those set forth under Item 1A, “Risk Factors”, of the Company’s most recent Annual Report on Form 10-K filed with the SEC. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.*

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