

For more information, contact:

Lou Algarotti, Vice President of Direct Sales and Marketing
800/631-8465



FOR IMMEDIATE RELEASE

**RUSS BERRIE GIFT SEGMENT ANNOUNCES THE LAUNCH OF
ITS NEW BUSINESS-TO-BUSINESS WEBSITE FOR RETAILERS**

Oakland, N.J. — June 12, 2007 — Russ Berrie and Company, Inc. (NYSE: RUS) is pleased to announce the launch of its new business-to-business (b2b) website for its gift segment. Qualified retailers will be able to order over 1,400 gift and juvenile products directly via the RUSS® website, including the Company's premier new line of web-play plush toys, Shining Stars®. Additional product introductions will be available through the website as the year progresses, with an anticipated total of over 3,500 products available to order online by the end of 2007.

To order, retailers and wholesalers may simply log onto www.russberrie.com and click on the retailer icon to register. Once their registration has been validated, they will be given access to order. Registered users can search by catalog title, brand, product category or item number to place an order for RUSS® products online. The new b2b site will afford qualified retailers the flexibility and convenience of ordering at any time.

"RUSS® is excited to offer this new service to our customers. We feel this is an important addition to the Company's strategy to offer our retail customers expanded options in managing and growing their business," noted Andy Gatto, President and Chief Executive Officer of Russ Berrie.

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.

Russ Berrie and Company, 111 Bauer Drive, Oakland NJ 07436. Phone: (800) 272-7877. Website: www.russberrie.com.

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.