



AT THE COMPANY

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FOR IMMEDIATE RELEASE

**RUSS BERRIE AND COMPANY, INC. TO DISCUSS
SECOND QUARTER 2007 RESULTS ON AUGUST 10, 2007**

Oakland, N.J. — August 7, 2007 — Russ Berrie and Company, Inc. (NYSE: RUS) today announced that management will host a conference call and audio webcast on Friday, August 10, 2007, at 10:00 a.m. ET to discuss financial results for the second quarter 2007. In addition, the Company will issue its press release for the second quarter 2007 before the market opens on August 10, 2007.

The conference call may be accessed by dialing 866-406-5408 or 973-582-2770, access code: 9106697. Additionally, a webcast of the call can be accessed at <http://www.russberrie.com/investorrelations/> and will be archived online shortly after the conference call for 90 days. A replay of the call will be available through August 17, 2007, by dialing 877-519-4471 or 973-341-3080, access code: 9106697.

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.

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