



**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. TO DISCUSS  
THIRD QUARTER 2007 RESULTS ON NOVEMBER 12, 2007**

**Oakland, N.J. — November 6, 2007** — Russ Berrie and Company, Inc. (NYSE: RUS) today announced that management will host a conference call and audio webcast on Monday, November 12, 2007, at 10:00 a.m. ET to discuss financial results for the third quarter 2007. In addition, the Company will issue its press release for the third quarter 2007 before the market opens on November 12, 2007.

The conference call may be accessed by dialing 888-693-3477 or 973-582-2710, access code: 9436501. 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 November 19, 2007, by dialing 877-519-4471 or 973-341-3080, access code: 9436501.

**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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