



**AT THE COMPANY**

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**FOR IMMEDIATE RELEASE**

**RUSS BERRIE AND COMPANY, INC. TO DISCUSS  
FOURTH QUARTER AND FULL YEAR 2007 RESULTS ON APRIL 2, 2008**

**Oakland, N.J. — March 26, 2008** — Russ Berrie and Company, Inc. (NYSE: RUS) today announced that management will host a conference call and audio webcast on Wednesday, April 2, 2008, at 10:00 a.m. ET to discuss financial results for the fourth quarter and full year 2007. In addition, the Company will issue its press release for the fourth quarter 2007 after the market closes on April 1, 2008.

The conference call may be accessed by dialing 800-254-5933 or 973-409-9255, access code: 41071714. 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 April 9, 2008, by dialing 800-642-1687 or 706-645-9291, access code: 41071714.

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

Founded in 1963, Russ Berrie and Company, Inc. and its subsidiaries engage in the design, development and distribution of branded products through its Infant & Juvenile segment and Gift segment. Its designed products are sold primarily through mass market, toy, specialty, food, drug and independent retailers worldwide.

The Infant & Juvenile segment sells its products under the Sassy® and KidsLine® brand names and select private label programs. The Kids Line division designs and markets infant bedding and related nursery accessories. The Sassy division offers products and collections such as infant development toys, teething, feeding, bathing and baby care products. The businesses also license brands for select categories and markets including Disney®, Leap Frog™ and Carter's®.

The Gift segment encompasses seasonal and everyday plush products. The Gift segment markets its products primarily under the RUSS® and Applause® brand names and also produces product in select markets and categories under licenses that include Shining Stars®, Raggedy Ann™, Curious George™, Simpsons™ and a variety of other well-recognized trademarks.

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