



AT THE COMPANY

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FOR IMMEDIATE RELEASE

**RUSS BERRIE AND COMPANY, INC. TO DISCUSS
FIRST QUARTER 2008 RESULTS ON MAY 13, 2008**

Oakland, N.J. — May 9, 2008 — Russ Berrie and Company, Inc. (NYSE: RUS) today announced that management will host a conference call and audio webcast on Tuesday, May 13, 2008, at 10:00 a.m. ET to discuss financial results for the first quarter 2008. In addition, the Company will issue its press release for the first quarter 2008 before the market opens on May 13, 2008.

The conference call may be accessed by dialing 800-254-5933 or 973-409-9255, access code: 46484608. 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 May 20, 2008, by dialing 800-642-1687 or 706-645-9291, access code: 46484608.

About Russ Berrie and Company, Inc.

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 design-led 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. Kids Line designs and markets infant bedding and related nursery accessories. Sassy offers products and collections such as infant development toys and bathing and baby care products. The segment's businesses also have licensed brands for select categories and markets, including Disney®, Leap Frog™ and Carter's® among other trademarks. In April 2008, the Company expanded its Infant & Juvenile business through the acquisitions of LaJobi Industries, Inc and CoCaLo, Inc. LaJobi is a leading designer, manufacturer, marketer and distributor of branded infant furniture and related products. The Company also licenses brands such as Graco® for cribs and Serta® for crib mattresses. CoCaLo is a leading manufacturer and distributor of infant bedding and accessory products under the brands of CoCaLo Baby, CoCaLo Couture and Baby Martex®.

The Gift segment encompasses seasonal and everyday plush products and other gift 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.

More information about the Company can be found at: www.russberrie.com.

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