DIRECTORS' REPORT AND FINANCIAL STATEMENTS

For the year ended

31 December 1998

REGISTERED NUMBER 671158



DIRECTORS' REPORT

The directors present their report and the audited financial statements for the year ended 31 December 1998.

PRINCIPAL ACTIVITY

The Company did not trade during the year.

DIRECTORS

The directors who served during the year were as follows:-

H J Kay

R A Harper

P M Gardiner

None of the directors had any interest in any of the shares of the company.

By order of the Board

P M Gardiner

Secretary

Hallmark House Station Road Henley on Thames Oxon RG9 1LQ

BALANCE SHEET AT 31 DECEMBER 1998

	Note	1998 £	1997 £
CURRENT ASSETS Debtors	3	700	700
		700 ====	700 ====
CAPITAL AND RESERVES Called up share capital	4	700 ====	700 ====

The company was dormant throughout the year ended 31 December 1998 within the meaning of section 252 of the Companies Act 1985. The company has taken advantage of section 252 and has passed a resolution not to appoint auditors.

These financial statements were approved by the board of directors on 6th September 1999 and were signed on its behalf by:

Director

NOTES (FORMING PART OF THE FINANCIAL STATEMENTS)

1. PRINCIPAL ACCOUNTING POLICY

Basis of accounting

Items are stated in the financial statements under the historical cost convention and in accordance with the Companies Act 1985 and applicable accounting standards.

2. **REMUNERATION OF DIRECTORS**

No directors received any emoluments during the year.

3. **DEBITORS**

	Amount due from follow subsidiers	1998 £	1997 £
	Amount due from fellow subsidiary undertaking	700 ===	700 ===
4.	SHARE CAPITAL	1998 £	1997
	Authorised; issued & fully paid:	ı.	٦٠
	600 deferred shares of £1 each	600	600
	100 ordinary shares of £1 each	100	100
		Andrew-Print-Afficial	
		700	700
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5. PROFIT AND LOSS ACCOUNT

The Company did not trade during the financial year and the preceding financial period and received no income and incurred no expenditure. Consequently during those years the Company made neither a profit nor a loss.

6. ULTIMATE PARENT UNDERTAKING

The Company is a subsidiary undertaking of Hallmark Cards (Holdings) Limited registered in England and Wales. Hallmark Cards (Holdings) Limited considers its ultimate parent undertaking to be Hallmark Cards Incorporated, a company incorporated in the State of Missouri, United States of America.