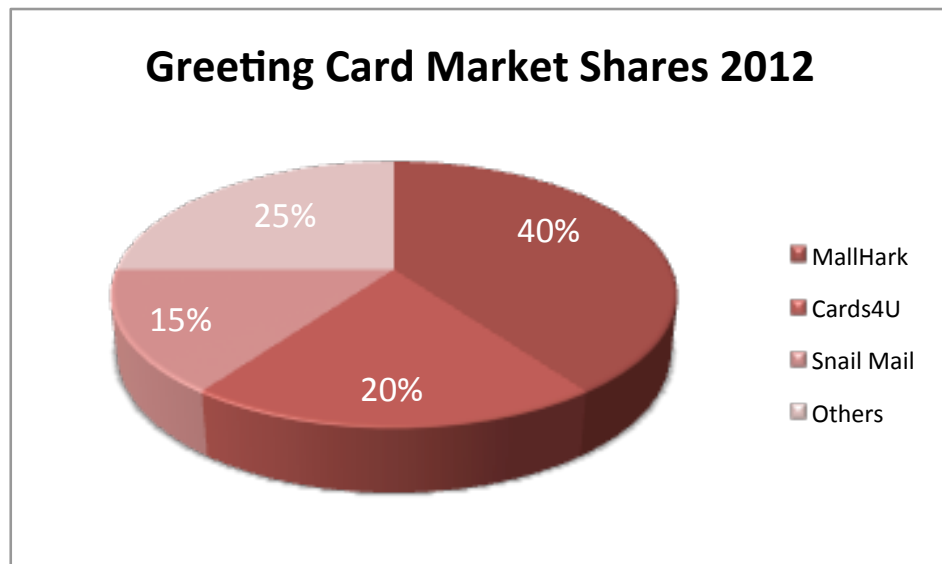


## MallHark Cards

MallHark is the industry leader in greeting cards and has been in the industry since the beginning of the twentieth century. It has grown to be a very diversified company, and while the main source of income is still greeting cards MallHark also owns retail stores, a television channel and various business-to-business service providers. It currently employs more than 11,000 employees to cater its home market: the United States.

MallHark’s greeting cards are high quality and are sold at premium prices, but it still manages to hold a significant market share over competitors Cards4U and Snail Mail:



Both these competitors sell lower quality cards with less features (such as sound effects and embossing) and without the famous cartoons and movies that MallHark has licensed. These licensed cards have been a unique selling point for MallHark over the years. A few examples of these licensors can be found in the table below:

MallHark Licensors	
20th Century Fox	MGM
Beatrix Potter	National Basketball Association
Cartoon Network	National Football League