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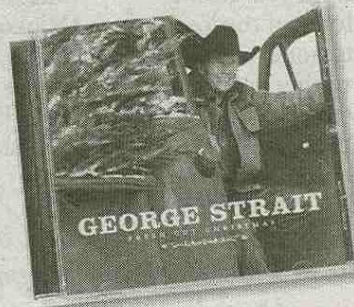
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"Fresh Cut Christmas" by Strait available exclusively at Hallmark Gold Crown

KANSAS CITY, Mo. - Platinum-selling country superstar George Strait will wish fans a merry Christmas this season with the new 2006 Hallmark Christmas album, "Fresh Cut Christmas," which weaves Strait's unique country flavor into traditional seasonal music that families everywhere have come to love. Twelve Christmas classics were personally selected by Strait for "Fresh Cut Christmas." The announcement was made by Ann Herrick, vice president - strategic music alliances at Hallmark.

"Fresh Cut Christmas" is available only during November and December 2006 exclusively at Hallmark Gold Crown® stores. Songs include the Christmas anthem "We Three Kings," the playful "Up on the Housetop," and enduring classics such as "Hark, The Herald Angels Sing," "Deck the Halls," "O Come, All Ye Faithful," and "We Wish You A Merry Christmas," among others.

"These are the songs I grew up with, but I added a little country flavor to each one, so my fans can appreciate them," says Strait. "Christmas is a wonderful time when new memories are made and old ones resurface. I hope my fans will make "Fresh Cut Christmas" a new tradition in their homes during this happy season."



"Fresh Cut Christmas" is priced at \$7.95 with each purchase of three Hallmark cards. Consumers can visit Hallmark.com or call 1-800-HALLMARK to find a Gold Crown® store in their area.

George Strait is an artist who has scored more solo number one songs than any artist in any genre, and sets his own incomparable standards in the world of country music. Strait has sold more than 70 million records and earned more platinum or multi-platinum discs than any other country musician. An integral part of the fabric of country music for more than 25 years, Strait's "Pure

Country" album is the best-selling country soundtrack of all time and his "Strait Out of the Box" is the best-selling country box set of all time. After breaking other artists' records, he broke his own record during this year's George

Strait Arena Tour. On a stop in Little Rock, Arkansas, Strait broke his own attendance record, drawing the largest crowd in Arena history and beating the previous attendance record, set by Strait in 2004!

Strait's recording of this new holiday CD reflects Hallmark's ongoing commitment to partnering with world-renowned artists in the music industry. Hallmark offers artists a loyal consumer base and the right to retain creative integrity on their respective projects. Teri Brown, president of T.B.A. Network, Inc., was instrumental in crafting the partnership between Hallmark and Strait.

Hallmark is the only specialty retailer to have achieved Platinum and Gold certification of their CDs, sold only at their retail outlets. Hallmark CDs are sold exclusively by nearly 4,000 Hallmark Gold Crown® stores and are available for a limited time. Each CD has a focused, seasonal or event theme. Hallmark is synonymous with quality entertainment, producing and sponsoring the acclaimed Hallmark Hall of Fame television series for more than 50 years.