IN THE UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF DELAWARE

MOTIVATION INNOVATIONS, L.L.C.,	§	
	§	
Plaintiff,	§	
	§	
v.	§	Civil Action No. 08-334-SLR
	§	
DSW, INC.; VALUE CITY DEPARTMENT STORES, L.L.C.; BED, BATH & BEYOND, INC.; AND HALLMARK MARKETING CORPORATION,	§	**JURY TRIAL DEMANDED**
	§	
Defendants.	§	

HALLMARK MARKETING CORPORATION'S
RULE 7.1 DISCLOSURE STATEMENT

Defendant Hallmark Marketing Corporation submits the following in accordance with Federal Rule of Civil Procedure 7.1:

1. Hallmark Marketing Corporation is a fully owned subsidiary of H.A. Inc.

2. H.A. Inc. has no parent corporation.

3. No publicly held corporation owns 10% or more of the stock of H.A. Inc.

Date: July 31, 2008

/s/ Richard K. Herrmann

Richard K. Herrmann (I.D. #405)
Mary B. Matterer (I.D. #2696)
Amy Arnott Quinlan (I.D. #3021)
MORRIS JAMES LLP
500 Delaware Avenue, Suite 1500
Wilmington, Delaware 19801-1494
Telephone: (302) 888-6800
E-mail: rherrmann@morrisjames.com

Of Counsel:

Bart A. Starr (admitted *pro hac vice*)
Eric A. Buresh (admitted *pro hac vice*)
Jonathan N. Zerger (admitted *pro hac vice*)
SHOOK, HARDY & BACON L.L.P.
2555 Grand Boulevard
Kansas City, Missouri 64108
Telephone: (816) 474-6500
E-mail: bstarr@shb.com
E-mail: eburesh@shb.com
E-mail: jzerger@shb.com

Attorneys for Defendant
Hallmark Marketing Corporation