

 You're invited to:

LIVE Well and Healthier

American Greetings Benefits 2013

HEALTH ACTIVE **exercise** lean challenge BODY STRETCH HEALTH ACTIVE **exercise** lean challenge BODY STRETCH HEALTH
fitness **eating** change FRUITSWALKING workout EATING fitness **eating** change FRUITSWALKING workout EATING fitness
WORKOUT energy CHANGE HEALTH fitness calories WORKOUT energy CHANGE HEALTH fitness calories WOR
stretch VEGETABLES DIET **MOTIVATION** live GRAINS stretch VEGETABLES DIET **MOTIVATION** live GRAINS stretch
WELLNESS health LEAN wellness ACTIVE ENERGY energy WELLNESS health LEAN wellness ACTIVE LEAN **ENERGY** WELL
CALORIES body EXERCISE CHALLENGE FRUITS live CALORIES body EXERCISE CHALLENGE FRUITS live CAL



Dear Associate,

American Greetings commitment to wellness and consumerism continues. We are excited that the “live well” culture introduced in 2010 continues to thrive and expand throughout the Company. The goal of our wellness programs is to educate and encourage families to adopt healthy behaviors. American Greetings efforts around improving health were recognized this year by the Cleveland Museum of Natural History with a Wellness@Work Award. Our associates have embraced wellness and the positive benefits of living a healthy lifestyle. A healthy lifestyle translates to a happier, more productive workforce, resulting in lower costs for associates and for the Company.

Live Well in 2012 continued to grow. A key wellness focus for 2012 has been weight management. As we all know, excessive weight negatively affects the health of our associates, and drives up healthcare costs. To support this weight loss focus, in May we brought in associates from throughout the country to run in the Cleveland Rite Aid Marathon. In July we launched a company-wide Biggest Loser competition to help associates jump start their own weight loss. Our wellness programs and incentives range from nutrition seminars, walking challenges and preventive screenings to reimbursements (e.g. Weight Watchers) and healthcare premium discounts for non-tobacco use. More details on all wellness offerings are available at AGBenefits located at www.americangreetingsbenefits.com.

Live Well in 2013 – Announcing New Healthcare Premium Credits. Additional medical plan premium credits will be offered in 2013 to promote annual physicals and biometric screenings. We encourage all associates to participate. Having good information about our own health helps us to better manage it. We will also offer a physical activity credit. Taking advantage of these and other initiatives will help associates get ready for 2014—when we will offer credits for achieving healthy results.

We are extremely proud of the commitment to health and overall well-being that American Greetings associates have demonstrated. We are grateful to Ken Jayjack, Vice President, Manufacturing and Distribution, and Steve Smith, Senior Vice President, Chief Financial Officer, for serving as our 2012 Wellness Champions and providing leadership to our associates.

Please take time to read this communication to learn more about 2013 changes, important dates to remember, and new resources available so you can make informed choices. We look forward to 2013 and our continued journey to Live Well and live healthier.

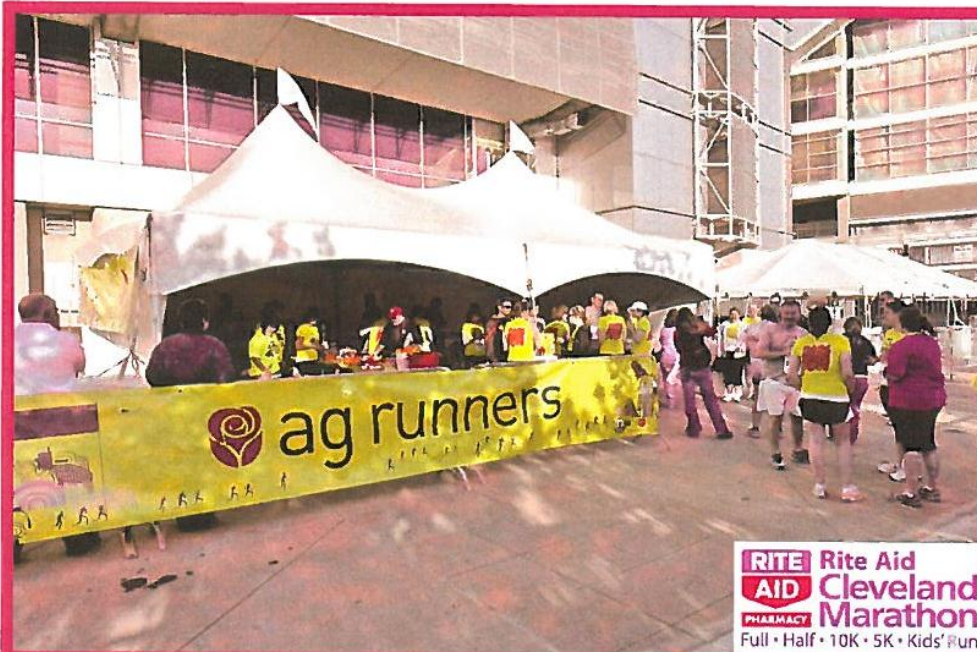
A handwritten signature in black ink, appearing to read "Zev Weiss".

Zev Weiss
Chief Executive Officer

A handwritten signature in black ink, appearing to read "Jeff Weiss".

Jeff Weiss
President and Chief Operating Officer

LIVE WELL Continues to Grow



"I joined Weight Watchers last year and lost the weight I needed to achieve my goal and earn lifetime status. This is a great program!"



"I have tried losing weight before and was not successful until I joined the Walking Program and Wellness Coaching. I tried the Couch to 5K and was able to compete in my first 5K within 9 weeks."

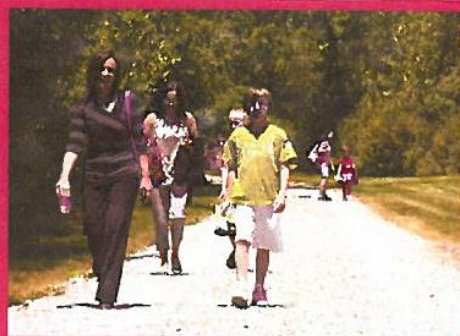


"It's been a win/win since I've been in the Walking Program. It helps keep excess weight off, reduce stress during the day and bond with other associates who participate in the wellness programs."



Couch to 5K

WeightWatchers



Biggest Loser



Important Healthcare Changes in 2013

NEW! Wellness Healthcare Premium Credits – Knowing your biometric numbers and getting an annual physical help you understand and possibly detect early health risks so you can take action before they become serious conditions. In addition to the lower premiums associates receive for being non-tobacco users, American Greetings is offering incentives to encourage associates to schedule annual physicals, participate in biometric screenings and become more physically active.

Read below to learn more about these credits and how you can reduce your healthcare premium contributions through healthy behaviors in 2013:



Biometric Screenings and/or Physical premium credits.

This means that for Single and Associate + Child(ren) coverage:

- You receive \$26 a month in credits (\$13 for biometrics and \$13 for physical).

If you have Associate + Spouse or Family coverage:

- You receive \$56 a month in credits (\$28 for biometrics and \$28 for physical).



Because exercise is an important part of a healthy lifestyle, a Physical Activity Credit is available.

- This replaces the credit provided in the past for completing the Health Risk Assessment (HRA).
- Be physically active (whether using a gym or not) for at least 30 minutes (10-minute intervals), 3 times a week, for each calendar quarter to earn \$150 (single) or \$210 (associate and spouse) annual credit.

(Open flap for more information)

How Do the Healthcare Premium Credits Work?



Biometric and Physical Healthcare Premium Credit

Are you as healthy and fit as you may think?

Sometimes, a physical and biometric screening can alert you to a condition that can be improved with a lifestyle change before it becomes a serious condition.

Previously, there was a credit for the Health Risk Assessment (HRA). **In 2013, there is a bigger and better credit for getting a health assessment from your doctor!**

Reduce your healthcare premium costs by earning a wellness credit for completing biometrics and getting a physical.



How Will I Earn the Credit?

- During Open Enrollment, associates will need to confirm intent to complete, or will have completed the biometrics and/or physical by May 31, 2013.
- Physicals and biometrics completed from **January 1, 2012 through May 31, 2013 will be accepted.** You will lose the credit on July 1, 2013 if your certificate of completion is not received.
- If enrolled, United Healthcare and MMO will provide the certification of your physical to Live Healthier, American Greetings new wellness management partner.
- Biometrics results may be sent to Live Healthier from the on-site vendor performing the screenings or by you and/or your doctor completing the Live Healthier form.



Physical Activity Healthcare Premium Credit

Keep up your daily workouts or start moving — it's time to get physical for your good health!

The new annual Physical Activity Credit of \$150 for associates and \$60 for spouses replaces the current Health Risk Assessment (HRA) credit. The credit will be paid quarterly.

This is an incentive for you and your enrolled spouse to be physically active for at least 30 minutes (10-minute intervals), 3 times a week, for an entire calendar quarter.

How Will I Earn the Credit?

- During Open Enrollment, associates will confirm that they will participate in physical activity for the calendar quarter beginning January 1, 2013.
- Complete the quarterly affidavit on the Live Healthier website by the required deadline after the end of the calendar quarter.
- The credit will be paid the month following quarter end.
- You will need to be employed and enrolled in a healthcare plan to receive the credit.

How Do The Premium Credits Impact My Pay?

Annually

Complete your biometrics and physical by May 31, 2013 to receive a credit of:

Annually: \$312 for Single and Associate + Child(ren) coverage (\$26/month)

Annually: \$672 for Associate + Spouse and Associate + Family coverage (\$56/month)

+

Complete your physical activity credit (PAC) in 2013 to receive a credit of:

Annually: \$150 for Single and Associate + Child(ren) coverage (\$37.50/quarter)

Annually: \$210 for Associate + Spouse and Associate + Family coverage (\$52.50/quarter)

=

Total Savings

\$462 for Single and Associate + Child(ren) coverages

\$882 for Associate + Spouse and Associate + Family coverages

Monthly

The following is an example of how the credits work for Single coverage in the UHC Enhanced Consumer Plan:

	Non-Tobacco User	Tobacco User
Payroll Contribution*	\$149	\$220
Less Biometrics Credit	-\$13	-\$13
Less Physical Credit	-\$13	-\$13
Wellness Credits	(\$26)	(\$26)
Physical Activity Credit (Credited quarterly)	(\$12.50)	(\$12.50)
Net Associate Cost	\$110.50	\$181.50



(To estimate weekly costs, multiply by 12 then divide by 52)

* The Payroll Contribution is for illustrative purposes only. See your enrollment packet worksheet for actual Payroll Contribution amounts.

Starting October 1, 2012 – New Resources to Help Associates

American Greetings is introducing new vendor resources, **LiveHealthier** and **HealthAdvocate**, to assist associates in their wellness journey and in becoming engaged consumers of healthcare.

Live Healthier is our new one-stop partner to support wellness at American Greetings. They will:

- Manage all new Wellness Healthcare Premium Credits – i.e. the NEW physical activity, biometrics and physical credits for 2013
- Provide associates with an interactive website to track all personal wellness information
- Transition the current walking program, Walker Tracker, to the Live Healthier program on January 1, 2013
- Provide Lifestyle and Condition Management programs, Health Assessment, etc. and replace the current programs offered by OptumHealth
- Administer all reimbursements for wellness programs

Health Advocate is our new partner to help associates become better consumers of healthcare and assist with vendor and provider coordination. They will:

- Assist in choosing a healthcare plan coverage option
- Locate the right services and providers at the right time
- Provide health cost estimates and general condition and treatment options
- Sort out medical bills and resolve claims issues
- Clarify insurance coverage

A Personal Health Advocate is available to help you by calling 1-866-695-8622 or emailing answers@HealthAdvocate.com

More information will be included in the Open Enrollment packet and at your workplace.


Other Important Changes to Look for in 2013

Medical:

- **The Enhanced Consumer Plan deductible will increase to \$1,250 Single / \$2,500 Family.** This change is required by the IRS for the Enhanced Consumer Plan to be recognized as a high-deductible health plan, allowing American Greetings to offer HSAs (Health Savings Accounts).
- **Annual Health Savings Account Contribution Maximum** will increase to \$3,250 for Single coverage and \$6,450 for Associate plus one or more coverage.*
- **The current non-tobacco user definition** is changed to no longer allow any tobacco use to qualify for the non-tobacco healthcare premium credit. 
- **The Anthem PPO option will be eliminated** in Forest City and Greeneville. The United Healthcare PPO will now be offered to all American Greetings associates.
- **Prescription Drug** – There will be slight increases to minimum co-payments (\$2-\$5). Also, coverage for non-preferred specialty drugs will require trying preferred drugs first and documentation supporting the use of non-preferred drugs.

- **Women's preventive care** will include coverage at 100% for brand (no generic available) and generic contraceptive drugs, lactation classes, breast pumps, and other preventive services.*
- **You will receive a Summary of Benefits and Coverage Document** in your Open Enrollment packet delivered to you in October.*
- **Reminder** – The value of your medical benefit coverage will be reported on your **2012 W-2** that you will receive in January 2013. This is not considered to be taxable income.*
- **The Healthcare Flexible Spending Account (FSA)** annual contribution maximum will be reduced to \$2,500 (previously \$3,500) as required by Healthcare Reform regulations.*

Other:

- **The Dental Plan service area will include your place of work** in addition to where you live. This means you can now look for in-network dentists near work and home.
- **Reminder – No dental election changes are allowed** in 2013, unless you experience a qualifying life event. 

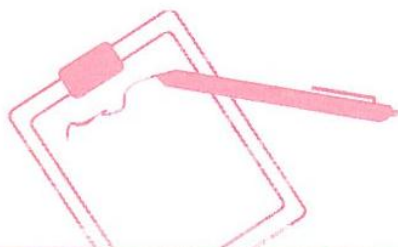
* Changes made to comply with federal regulations.

This information is a summary of the benefits available to eligible associates of American Greetings and its participating subsidiaries. In the event of a conflict between this and any other description of these benefit plans, the plan documents, service agreements and insurance contracts will control. As with all Company sponsored benefit plans, where permitted by law, American Greetings reserves the right to amend, modify, revoke or terminate these plans in whole or in part at any time. Neither this document nor participation in the benefit plans described here constitutes a promise of continuing employment with American Greetings. Please review Summary Plan Descriptions for more information.

Important Dates to Remember

September 2012

- ☐ September kicks off the Open Enrollment season.
- ☐ Please review this communication piece carefully and share with your family.
- ☐ Sign up for physicals and biometrics if you have not done so this year.

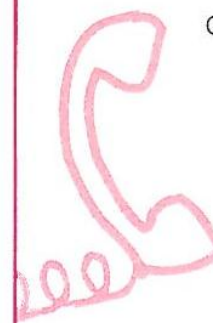


October 2012

- ☐ Attend an on-site meeting or webinar to learn more about the wellness healthcare premium credits & other changes. Plant associates, see your plant HR office. All other associates visit imAGine for dates/times of webinars.
- ☐ 3rd week – Enrollment packet mailed to your home (plant associates will receive at work). Review carefully.
- ☐ **Oct. 29 – Open Enrollment Begins! YOU MUST LOG ON AND ENROLL TO RECEIVE YOUR HEALTHCARE PREMIUM CREDITS.**
Enroll online at www.americangreetingsbenefits.com

November 2012

- ☐ **Nov. 1st - 9th – Open Enrollment Continues.**
- ☐ 4th week – Confirmation statement mailed to your home. Review carefully.



Questions?
Contact the AGBenefits
Solution Center at
1-877-213-6240
If you need assistance
selecting your
healthcare program,
contact Health
Advocate at
1-866-695-8622

Other Important Reminders

By December 31, if you are new to a Consumer Plan, remember to open your OptumHealthBank Health Savings Account (HSA) at www.optumhealthbank.com (use AG group #199947) or call 1-800-791-9361.

By April 1, 2013 - Complete the Physical Activity Affidavit to receive your Physical Activity premium credit for January - March 2013. Visit the Live Healthier website to complete. This site can be accessed through AGBenefits.

By June 1, 2013 - Make sure you continue to receive your medical premium credit for completing your biometric screening and physical. You and your spouse, if enrolled, need to complete your biometric screening and annual physical during January 1, 2012 – May 31, 2013.


AMERICAN GREETINGS
One American Road
Cleveland, OH 44144-2398

First Class Mail
U.S. Postage
PAID
Cleveland, OH
Permit No. 712



HEALTHY lifestyle lean challenge BODY STRETCH HEALTH ACTIVE exercise lean challenge BODY STRETCH
fitness FRUITSWALKING workout EATING fitness eating change FRUITS WALKING workout EATING
VOR CHANGE HEALTH fitness calories WORKOUT ene CHANGE HEALTH fitness calories
stretch VEGETABLES DIET **MOTIVATION** live GRAINS stretch VEGETA  **livewell** 2013
www.americangreetingsbenefits.com stretch energy wellness health LEAN wellness ACTIVE LEAN **ENERGY**
CALORIES body EXERCISE CHALLENGE FRUITS live CALORIES body EXERCISE CHALLENGE FRUITS live