

**FOR INFORMATIONAL PURPOSES ONLY  
NO ACTION IS REQUIRED ON YOUR PART**

**SUMMARY ANNUAL REPORT  
FOR  
AMERICAN GREETINGS CORP. WELFARE BENEFITS PLAN**

This is a summary of the annual report of the AMERICAN GREETINGS CORP. WELFARE BENEFITS PLAN, EIN 34-0065325, Plan No. 555, for period March 01, 2011 through February 29, 2012. The annual report has been filed with the Employee Benefits Security Administration, U.S. Department of Labor, as required under the Employee Retirement Income Security Act of 1974 (ERISA).

**Insurance Information**

The plan has a contract with United Behavioral Health Dba Optumhealth to pay EE ASSISTANCE claims incurred under the terms of the plan. The total premiums paid for the plan year ending February 29, 2012 were \$166,424.

**Basic Financial Statement**

The value of plan assets, after subtracting liabilities of the plan, was \$0 as of February 29, 2012, compared to \$6,288,660 as of March 01, 2011. During the plan year the plan experienced a decrease in its net assets of \$6,288,660. This decrease includes unrealized appreciation and depreciation in the value of plan assets; that is, the difference between the value of the plan's assets at the end of the year and the value of the assets at the beginning of the year or the cost of assets acquired during the year. During the plan year, the plan had total income of \$29,059,228, including employer contributions of \$16,633,869, employee contributions of \$12,274,251, realized gains of \$17,708 from the sale of assets, and earnings from investments of \$133,400.

Plan expenses were \$35,347,888. These expenses included \$2,759,577 in administrative expenses, and \$32,588,311 in benefits paid to participants and beneficiaries.

**Your Rights To Additional Information**

You have the right to receive a copy of the full annual report, or any part thereof, on request. The items listed below are included in that report:

- an accountant's report;
- financial information;
- insurance information, including sales commissions paid by insurance carriers;

To obtain a copy of the full annual report, or any part thereof, write or call the office of American Greetings Corporation, Shared Services Department at One American Road, Cleveland, OH 44144-2398, or by telephone at (216) 252-7300, extension 4192.

You also have the right to receive from the plan administrator, on request and at no charge, a statement of the assets and liabilities of the plan and accompanying notes, or a statement of income and expenses of the plan and accompanying notes, or both. If you request a copy of the full annual report from the plan administrator, these two statements and accompanying notes will be included as part of that report.

You also have the legally protected right to examine the annual report at the main office of the plan (American Greetings Corporation, Shared Services Department at One American Road, Cleveland, OH 44144-2398) and at the U.S. Department of Labor in Washington, D.C., or to obtain a copy from the U.S. Department of Labor upon payment of copying costs. Requests to the Department should be addressed to: Public Disclosure Room, Room N1513, Employee Benefits Security Administration, U.S. Department of Labor, 200 Constitution Avenue, N.W., Washington, D.C. 20210.