

April 27, 2011

Eat healthier foods, pay less at Jacob's

American Greetings is serious about helping associates Live Well — and the proof is in the pricing.



How and what you eat plays a large role in your health. Evidence shows that eating healthier foods contributes to good health, and eating less healthy foods may contribute to health problems. Starting Monday, May 2, Live Well items on the menus at Jacob's will be priced lower than less healthy options, giving associates an added incentive to purchase the more nutritious foods. And, American Greetings is picking up part of the tab.

For many years, the Company has subsidized the cafeteria at world headquarters. Now 100 percent of the cafeteria subsidy will be allocated to healthier food and drink options. This means associates will pay less for the better-for-you options in Jacob's. Watch for the red apple logo to help you identify the healthier options. Less healthy choices, however, will not be subsidized, so their prices will go up.

Some examples of Live Well items that will see a decrease in price are:

- salad bar – will be \$.07/oz. less **and** will have a maximum price of \$7.00
- bottled water/juices, tea, milk
- most sandwich types at the deli, veggie burger, chicken breast
- healthy grab-and-go items such as eggs, yogurt, fruit, veggie sticks and salads
- egg white omelet, hot cereal, cottage cheese and fruit

Items that will increase in price include (but are not limited to)

- sugared soft drinks
- bakery and dessert items
- breakfast meats
- breakfast sandwiches/potatoes/burritos
- French fries, onion rings
- Burgers and some hot sandwiches.

New - Half portions at reduced prices will now be available at most stations (excluding the grill and some entrees)

Watch imAGine for much more about wellness at American Greetings. We look forward to hearing from associates across the Company about ideas, comments, suggestions, success stories and information you may want to share regarding our wellness initiatives and how we can best promote a culture of wellness at American Greetings. E-mail livewell@amgreetings.com.