



September 30, 2013

Dear Associate:

Once again, we are approaching the time to make benefits choices for the upcoming year. As you may know, the healthcare industry in our country is in the midst of change – change that directly impacts both you and American Greetings. A few years ago, Congress passed The Affordable Care Act (ACA), a law that significantly alters the nation's healthcare system in several ways.

Since 2010, American Greetings has been modifying certain provisions of our healthcare plans to comply with the ACA. As we approach benefits open enrollment for 2014, we will see even more significant change, some of which you have probably seen or heard about in the news media.

The biggest change for 2014 is that individuals must have healthcare coverage, either through their employer or elsewhere, or they may be subject to a tax. To meet this provision, benefits eligible associates have the option of enrolling in an American Greetings medical plan or shopping for individual healthcare at federal or state-sponsored healthcare exchanges. Employers are required to provide employees with the enclosed information about these exchanges. We encourage you to read the enclosed document, issued by the United States Department of Labor, titled: *New Health Insurance Marketplace Coverage Options and Your Health Coverage*.

Information about the American Greetings healthcare strategy, your healthcare options, and important dates for open enrollment will be mailed to you in the next few weeks. We want to ensure that you are aware of all your healthcare options for calendar year 2014.

Thank you for your continued partnership as we work together to continue to provide you with healthcare options, while simultaneously controlling costs – for both you and American Greetings.



Zev Weiss
Co-Chief Executive Officer



Jeff Weiss
Co-Chief Executive Officer



New Health Insurance Marketplace Coverage Options and Your Health Coverage

Form Approved
OMB No. 1210-0149
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PART A: General Information

When key parts of the health care law take effect in 2014, there will be a new way to buy health insurance: the Health Insurance Marketplace. To assist you as you evaluate options for you and your family, this notice provides some basic information about the new Marketplace and employment-based health coverage offered by your employer.

What is the Health Insurance Marketplace?

The Marketplace is designed to help you find health insurance that meets your needs and fits your budget. The Marketplace offers "one-stop shopping" to find and compare private health insurance options. You may also be eligible for a new kind of tax credit that lowers your monthly premium right away. Open enrollment for health insurance coverage through the Marketplace begins in October 2013 for coverage starting as early as January 1, 2014.

Can I Save Money on my Health Insurance Premiums in the Marketplace?

You may qualify to save money and lower your monthly premium, but only if your employer does not offer coverage, or offers coverage that doesn't meet certain standards. The savings on your premium that you're eligible for depends on your household income.

Does Employer Health Coverage Affect Eligibility for Premium Savings through the Marketplace?

Yes. If you have an offer of health coverage from your employer that meets certain standards, you will not be eligible for a tax credit through the Marketplace and may wish to enroll in your employer's health plan. However, you may be eligible for a tax credit that lowers your monthly premium, or a reduction in certain cost-sharing if your employer does not offer coverage to you at all or does not offer coverage that meets certain standards. If the cost of a plan from your employer that would cover you (and not any other members of your family) is more than 9.5% of your household income for the year, or if the coverage your employer provides does not meet the "minimum value" standard set by the Affordable Care Act, you may be eligible for a tax credit.¹

Note: If you purchase a health plan through the Marketplace instead of accepting health coverage offered by your employer, then you may lose the employer contribution (if any) to the employer-offered coverage. Also, this employer contribution-as well as your employee contribution to employer-offered coverage-is often excluded from income for Federal and State income tax purposes. Your payments for coverage through the Marketplace are made on an after-tax basis.

How Can I Get More Information?

For more information about your coverage offered by your employer, please check your American Greetings Corporation Welfare Benefits Plan & Insured Welfare Benefits Plan Summary Plan Description that can be located at www.americangreetingsbenefits.com or contact the AG Shared Services at 1-800-321-3040 x4192.

The Marketplace can help you evaluate your coverage options, including your eligibility for coverage through the Marketplace and its cost. Please visit HealthCare.gov for more information, including an online application for health insurance coverage and contact information for a Health Insurance Marketplace in your area.

¹ An employer-sponsored health plan meets the "minimum value standard" if the plan's share of the total allowed benefit costs covered by the plan is no less than 60 percent of such costs.

PART B: Information About Health Coverage Offered by Your Employer

This section contains information about any health coverage offered by your employer. If you decide to complete an application for coverage in the Marketplace, you will be asked to provide this information.

This information is numbered to correspond to the Marketplace application.

3. Employer Name American Greetings Corporation	4. Employer Identification Number (EIN) 34-0065325	
5. Employer Address One American Road	6. Employer phone number (216) 252-7300	
7. City Cleveland	8. State Ohio	9. Zip Code 44144-2398
10. Who can we contact about employee health coverage at this job? AG Shared Services		
11. Phone number (if different from above) 1-800-321-3040 ext. 4192	12. Email address shared.services@amgreetings.com	

Here is some basic information about health coverage offered by this employer:

- As your employer, we offer a health plan to:

All employees
 Some employees. Eligible employees are:

All regular **full-time associates** on the regular payroll working at least thirty-six (36) hours per work week.
All regular **part-time associates** on the regular payroll working at least twenty (20) but less than thirty-six (36) hours per work week.

All **territory lead associates**.

All eligible **associates** of the following unions:

- Bardstown
- Cleveland
- Greeneville

Coverage is **not** provided to full-time and part-time associates in merchandiser classifications, temporary, seasonal or on-call associates.

- With respect to dependents:

We do offer coverage. Eligible dependents are:

Eligible dependents are defined as:

- Spouse
- Same-Sex Partner
- Children (up to age 26) who are your natural, foster, step child or adopted
- Children with Disabilities (all ages)

For additional information regarding eligible employees and dependents and the required documentation to verify dependent eligibility, please refer to your Summary Plan Description or visit www.americangreetingsbenefits.com.

We do not offer coverage

If checked, this coverage meets the minimum value standard, and the cost of this coverage to you is intended to be affordable, based on employee wages (with the exception of Territory Leads).

** Even if your employer intends your coverage to be affordable, you may still be eligible for a premium discount through the Marketplace. The Marketplace will use your household income, along with other factors, to determine whether you may be eligible for a premium discount. If, for example, your wages vary from week to week (perhaps you are an hourly employee or you work on a commission basis), if you are newly employed mid-year, or if you have other income losses, you may still qualify for a premium discount.

If you decide to shop for coverage in the Marketplace, **HealthCare.gov** will guide you through the process. Here's the employer information you'll enter when you visit **HealthCare.gov** to find out if you can get a tax credit to lower your monthly premiums.