

February 10, 2012

RE: Summary Annual Report (SAR) for the American Greetings Welfare Benefits Plan & Updated Summary Plan Descriptions (SPD)

Dear American Greetings Welfare Benefits Plan participant:

Summary Annual Report (SARs)

Enclosed is the SAR for the Medical plan and Long-Term Disability plan (for fulltime exempt associates), which gives you a snapshot of Plan assets and operations for the 2010 plan year.

Action Required:

Review the enclosed SAR and retain with your papers related to your benefits with American Greetings.

Updated Summary Plan Descriptions (SPDs) Available

The following SPDs have been updated and are available for you to access at the AGBenefits website:

American Greetings Corporation Dental Benefit Plan

Updates include the addition of Greeneville Union and Bardstown Union, update to lock-out provisions and children of same-sex partners are eligible for coverage.

American Greetings Corporation Non-Union, Bardstown Union and Cleveland Union Medical and Prescription Drug Benefit Plan

Modifications include all changes made since 2006 through January 1, 2012. This includes Elimination of Network only plan, children of same-sex partners are eligible for coverage, coordination of benefits provisions and diabetes education coverage.

American Greetings Corporation Non-Union Plan Life Insurance and Accidental Death & Dismemberment Insurance, Business Travel Accident & Dismemberment Insurance, Long Term Disability and Short Term Disability Plan

Updates include clarification of conversion process, continuation of coverage provisions and children of same-sex partners are eligible for coverage.

American Greetings Corporation Greeneville Union Life Insurance and Accidental Death & Dismemberment Insurance and Short Term Disability Plan

Updates include clarification of conversion process and continuation of coverage provisions.

American Greetings Corporation Bardstown Union Life Insurance and Accidental Death & Dismemberment Insurance and Short Term Disability Plan

Updates include clarification of conversion process, continuation of coverage provisions and children of same-sex partners are eligible for coverage.

American Greetings Corporation Cleveland Union Life Insurance and Accidental Death & Dismemberment Insurance, Long Term Disability and Short Term Disability Plan

Administrative clarifications

Action Required:

Review the SPDs for the coverage that you are enrolled in as they contain important information, how you can access coverage and your rights and responsibilities when using the plan. You may want to file this notice with your other important benefits documentation.

These SPDs can be viewed, downloaded and/or printed by logging onto www.americangreetingsbenefits.com. You can request a hard copy by contacting AG Shared Services at the phone number below.

If you have any questions contact AG Shared Services at 800-321-3040 ext.4192.