

February 28, 2011

## Healthier food options at American Greetings are part of the Live Well program

March is National Nutrition Month so it's the perfect time for American Greetings to launch its corporate-wide healthier eating standards as part of the new Wellness Program. To kick off a new fiscal year – and a healthier you – associates at world headquarters will see the following debut this week in Jacob's and in vending machines. The program will be phased in at other facilities over the next several months:

- A wider selection of healthy foods available on cafeteria menus
- Live Well signage to identify healthier foods
- Labeling in vending machines to identify healthy choices



Coming soon to your location.

### An apple a day...

When you see the Live Well apple logo on a food or menu item, it means this selection has been prepared with ingredients that adhere to the following standards:

- Low in saturated fats
- Low in sugars and/or sodium
- Zero trans fats
- 100% whole grains

At world headquarters, the dining services vendor, Parkhurst, also has its own Gold Standards for healthy food preparation which include a focus on using fresh, local, non-processed ingredients. [Click here](#) for a complete list of Parkhurst's Gold Standards. In addition to expanding its healthy offerings in entrees, sides and sandwiches, Parkhurst also is introducing a variety of Healthy Interruption Points, which are better-for-you snacks such as fresh fruit, trail mixes and whole grain items.

### Happy vending

At least 40 percent of the items available in our vending machines will now be healthy food options too – adhering to our Live Well nutrition standards. These will be identified with the same Live Well logo.

Watch imAGine for much more about wellness at American Greetings in 2011. 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](mailto:livewell@amgreetings.com).