

Wanted: Wellness Champions!

Do you have a passion for living well? Do you encourage family, friends and associates to make better lifestyle choices? Want to be a part of the wellness evolution at American Greetings? If so—we want you to join the Wellness Team. Let's build a culture of wellness together!

Qualifications:

- 🍎 Enthusiastic and positive attitude toward wellness that you are willing to share
- 🍎 Attend Wellness Team meetings
- 🍎 Coordinate wellness initiatives and serve as a contact person for associates
- 🍎 Approval by your direct manager to participate—estimated time commitment is up to 1 hr/week for meetings and 3 hrs/month for initiatives
- 🍎 One year commitment preferred

Interested? Please contact your plant Human Resources representative or email us at livewell@amgreetings.com.



Win a Trip to the Race — May 19/20

Associates from around the country (excluding world headquarters) are eligible to win a trip to Cleveland to participate in the Rite Aid race events on May 19 and 20.

The prize includes travel, hotel, food and transportation, race entry fee, and a consult with a trainer.

For more information, go to www.americangreetingsbenefits.com.

Deadline to enter is April 9.

Coming Soon!

Reimbursement for Weight Watchers

As part of American Greetings commitment to helping associates and their families Live Well, effective May 1, the Company will begin offering a Weight Watchers reimbursement of up to \$150 per 12-month period.

Weight Watchers has helped millions of people lose weight and keep it off—and many of those success stories include our own associates. Weight Watchers helps individuals get on track to achieving a healthy weight and a healthier lifestyle by losing weight gradually, then maintaining it. It's not about dieting—it's about changing your eating habits.

For more details about the program, or to download the reimbursement forms, go to www.americangreetingsbenefits.com—or see your plant Human Resources representative.



Maintain a Healthy Weight

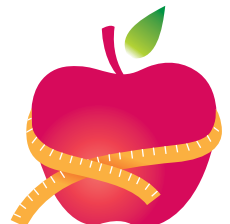


Did you know being overweight increases your risk of developing diabetes and certain kinds of cancer? If you're having trouble maintaining a healthy weight, talk to your doctor and consider some of our weight/nutrition and exercise programs.

Biggest Loser Competition

American Greetings will challenge its associates to lose weight and get healthy by rolling out its own version of the popular reality TV show, *Biggest Loser*. Similar to the company-wide walking challenges, the *Biggest Loser* competition will pit American Greetings locations against one another.

The competition will roll out July 1 and run for three months. Watch for more details to be shared closer to that time.





livewell

AMERICAN GREETINGS

2012 HEALTH & WELLNESS CAMPAIGN

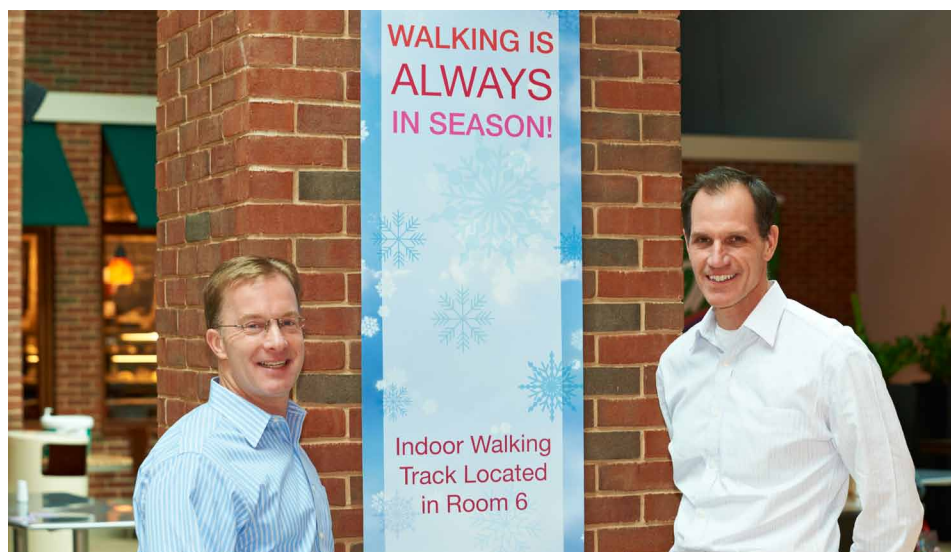
Dear American Greetings Associate:

Last year, American Greetings launched a consumerism and wellness campaign to improve the health and well-being of associates and reduce healthcare costs. Wellness is a key component of consumer-driven healthcare plans, which encourage individuals to more actively participate in their health-related decisions. A healthy lifestyle translates to a happier, more productive workforce, resulting in lower costs for both employees and the company. It's a win-win for all.

Over 80% of our associates are now enrolled in consumer health plans. The wellness programs offered last year to support these plans were met with great energy by associates and their families. There were opportunities to eat better, move more, assess lifestyle choices, and reduce costs. Participants are telling us they are having fun and enjoying improved levels of health due to exercise, better nutrition, and weight loss. As one associate put it, thanks to increased awareness, it has become more "habitual" to live a healthy lifestyle.

We are excited to be the Company's Wellness Champions for 2012. We—along with the Wellness Teams—will introduce new programs in 2012 that focus on weight management. As we continue to grow a corporate culture of wellness, we will be enhancing existing initiatives such as the health assessment, premium discounts, and nutrition and exercise programs. Our path is not a sprint—but a journey over time.

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Steve Smith and Ken Jayjack, 2012 Wellness Champions

Upcoming Wellness Events

(Check out page 4)

March

- Walking Challenge #3
- Couch to 5K begins—WHQ

April

- 9th—Deadline to enter raffle for Cleveland Rite Aid Marathon

May

- Weight Watchers Reimbursement
 - Reimbursement for acupuncture for weight loss
- Tobacco-free campus—company-wide
- Rite Aid Marathon—Cleveland

July

- *Biggest Loser* Competition

Later in 2012...

American Greetings will announce the 2013 wellness discounts and incentives for associate contributions to healthcare.

Among these are:

- The non-tobacco discount
- Discount for participation in the biometric screenings
- Additional incentives for the health assessment

Watch for more!

For more information, visit:

- americangreetingsbenefits.com
- Your plant HR representative

Or email: livewell@amgreetings.com

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We encourage you to join us if you have not done so already to take the steps to better health and lower your healthcare costs. Here's a look at what's ahead in 2012 and beyond:

Nutrition

Watch for more seminars, cooking demonstrations, healthier cafeteria choices, and information about the new FDA food guidance icon—**MyPlate** (introductory handout included).

Exercise

Moderate exercise is a daily must! More walking challenges lie ahead—as well as the **NEW** Couch to 5K program designed to strategically advance interested walkers to beginning runners. Associates across the Company will have the opportunity to come to Cleveland and participate in the **Rite Aid Marathon**.

Weight Loss / Management

NEW—Whether you wish to lose pounds, or just maintain your current weight, we'll offer programs to assist, including subsidizing **Weight Watchers** and launching our own version of the **Biggest Loser** competition.

Promote Preventive Measures

It's convenient and free. Services such as physicals, screenings and age-appropriate immunizations are free when you visit an in-network doctor. And once again, free flu shots, free **Know Your Numbers** biometric screenings, free health risk assessments, and free mammograms will be offered this year at American Greetings locations.

American Greetings intends to continue offering additional incentives to encourage participation in wellness activities. Future incentives will be provided that support the pillars to health that include:

- 1) Knowing your health – through participation in biometrics/preventive care
- 2) Participating in physical activity and eating right to improve health
- 3) Achieving healthy results

Visit the AGBenefits website at www.americangreetingsbenefits.com for more details and watch for information at your work location and your home mail for wellness programs and initiatives available to you. We are committed to the journey of better health. If you have feedback or suggestions, please let us know by sending an email to livewell@amgreetings.com.

Looking forward to a year in which we—as individuals and as a Company—learn to Live Well.

With best regards,



Steve Smith
Senior Vice President
Chief Financial Officer



Ken Jayjack
Vice President
Manufacturing and Distribution



Wellness Initiatives:
Sponsored by Human Resources

Brian McGrath, Senior Vice President

• Kelley Korte, Director, Benefits

• Kerry Ubbing, Project Manager

Wellness Across American Greetings

Greeneville

- Began 2012 with a *Biggest Loser* program; the competition's 44 participants have so far lost a combined 250 pounds!
- Opened an indoor walking path in January to provide associates with a safe place to walk during winter
- Couch to 4 Mile program in mid-March to help prepare participants for The Hope 4 race, sponsored by the plant's Relay for Life team
- Coming soon: Wellness Library

Forest City

- Smoking cessation classes
- Celebrating National Nutrition Month in March with seminars by a registered dietician and sessions with a diabetes educator
- Repeat winner of the Walking Challenge, and going for a third win



Bardstown

- In April, starting Meltdown American Greetings, a weight loss challenge
- Conducting lunchtime walks with management as part of current walking challenge
- Enhancing awareness about the EAP site and resources available there

Danville

- Focusing on weight loss and nutrition during the annual health fair



American Greetings goes tobacco-free on May 1—and you can too!

Did you know?

- EAP can assist with smoking cessation
- Acupuncture, acupressure, and hypnosis have proven to be effective, and American Greetings will reimburse out-of-pocket expenses up to \$500

Find resources to help you quit smoking on

www.americangreetingsbenefits.com or check with your plant Human Resources representative.

Who's saying what about Wellness?

Managing Weight

If you want a healthy, sustainable way to lose weight and feel great, I recommend Weight Watchers. I still eat anything I want—I just make decisions and trade-offs throughout the day to manage the number of points I'm allotted. Along with exercise, Weight Watchers offers everything I need and want in a healthy weight loss—and now, weight management—approach.

—Michelle Flanik, Human Resources, World Headquarters

Losing Weight

Because of my success with Weight Watchers, I lost 35 pounds and brought down my cholesterol. I've learned to decrease my portion sizes and choose healthy snacks. Weight Watchers worked for me because I needed accountability, and counting points kept me on track. As a result, I have increased energy, and we have healthier meals for the entire family.

—Bob Matheny, Metal Department, AGI in Store, Forest City

Learning to Run

Couch to 5K was—by far—the best fitness program I could have chosen to get involved in. In the beginning, we alternated between walking and running small distances, slowly increasing our distance each week. Before I knew it, I was running three miles, feeling great, and getting my energy back. The support I received was amazing, and the friendships I formed were invaluable.

—Melissa Green, UPC Support, World Headquarters

Walking to Live Well

The walking challenges really encouraged me to increase my daily step count. I lost 40 lbs. last year through walking. I was also on three different blood pressure medications and have been able to get rid of one, and I'm on the cusp of getting rid of another. Walking has certainly made a great difference to my health.

—Terrill Bohlar, Photo Studio, World Headquarters

Quitting Smoking

In November 2011, I signed up for a smoking cessation class at Bardstown. Admittedly, my intention in quitting was more about lowering my insurance premiums than improving my health. I had smoked for 30 years and had tried to quit many times using almost every method available. I had very little faith that I could quit after being a smoker for so long. I completed the 13-week class in February—and now I can proudly say: I am a non-smoker!

—Evelyn Hutchins, JITL 50, Bardstown