

Dear Associate:

May 2013

At American Greetings we are committed to the journey for better health. We are in the third year of our consumerism and wellness efforts to improve the health and well-being of our associates while reducing healthcare costs. Associates continue to provide valuable feedback on how our initiatives are helping them – and their wallets – feel better. By making relatively simple lifestyle changes, such as improving eating habits and moving more, many associates have been able to dramatically improve the quality of their lives. There are numerous stories of weight loss, increased energy levels, and the elimination of long-term medications.

In 2012 we added new wellness initiatives and enhanced others. We sponsored a Biggest Loser Contest. Why? Because maintaining a healthy weight is critical to our well-being. We promoted exercise – an important part of weight management – by bringing associates from all over the country to participate in the Cleveland Rite Aid Marathon races. Our walking program continued to thrive. We built our new LiveWell conference room, which represents the integration of wellness into our culture. This room will include wellness resource information and the Walking Program Hall of Fame – a list of the top walkers from all over the company as well as the trophy winners for the group walking challenges.

In 2013 we added healthcare premium credits for healthy behaviors – getting annual physicals and biometric screenings and being physically active. Our goal is to continue to work on creating behaviors that will lead to better health. We intend to continue offering incentives for healthy behaviors and will give additional incentives for achieving healthy results.

Visit the AGBenefits website at www.americangreetingsbenefits.com, imAGine, Wellness Bulletin Boards and information stands for more details and information on our wellness programs. We look forward to hearing from associates across the company about wellness ideas, suggestions and success stories – please contact us at AGlivewell@livehealthier.com or call 888-471-9465.

This year, our Corporate Wellness Champions are Sue Mackey, Vice President of Creative Products, and Jim McGowan, Corporate Manager of Employee Health and Safety. They were selected to lead this effort because of their personal commitments to wellness. They will be working with associates and wellness teams across the company to continue our emphasis on the keys to better health:

- 1) Eat nutritiously,**
- 2) Engage in physical activity, and**
- 3) Know Your Numbers – through preventive physicals and biometric screenings**

Join us as we continue as individuals and as a company to take steps to LiveWell.



Brian McGrath
Senior Vice President, Human Resources

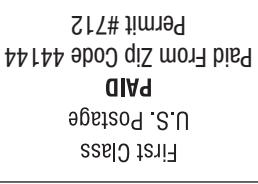


2013 Corporate Wellness Champions - Sue Mackey, Vice President, Creative Products and Jim McGowan, Corporate Manager, Employee Health & Safety - in front of one of our new Wellness Boards.

Tip from Sue: If you eat well and keep physically fit, you really do remain much calmer in high stress situations. You just deal with things better and you are more productive.

Tip from Jim: I view the walking program as potentially lifesaving. It's a way to be competitive that is also fun. I have seen dozens of people lose some serious weight through participation in the walking program.

Important: Health Plan & Wellness Information



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Opportunities to LiveWell Continue in 2013

- **Exercise - Walking Program** – June and December contests and exercise tips
- **Healthy Eating** – at your location that includes vending, seminars
- **Healthcare Premium Credits** – take advantage of premium credits for being physically active, getting an annual physical, and biometric screening
- **Look at the New Wellness Bulletin Boards** in the plants and at WHQ for up-to-date information on wellness opportunities at your location
- **Participate in wellness contests** (see below) and win deposits to your HSA
- **Reimbursements** for Weight Watchers fees, acupuncture for weight loss and smoking cessation

Give us your suggestions by May 31 and Win some Wellness Bucks!

- **Send us your top five smartphone wellness apps** and let us know why you love them...if we publish your picks and reviews, you will win a \$100 HSA deposit. 5 winners will be selected!
- **Give the AGBenefits landing page a new look** – send us your original wellness picture or photo. The artwork winner gets a \$100 HSA deposit.

Contest details on AGBenefits.com

Wellness Initiatives: Sponsored by Human Resources

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