



P.O. Box 2900  
Valley Forge, PA 19482-2900

September 2011

**Profit Sharing and Savings Plan Summary Annual Report (SAR)**

Dear American Greetings Associate:

The Employee Retirement Income Security Act of 1974 (ERISA) requires that American Greetings periodically send you certain notices about its benefit Plans and your rights under the Plans. In fulfillment of this responsibility, we have enclosed a Summary Annual Report (SAR) for the American Greetings Retirement Profit Sharing and Savings Plan for Plan year ending December 31, 2010.

The SAR gives you a snapshot of Plan assets and operations for a Plan year. You can also find an electronic copy at [Americangreetingsbenefits.com](http://Americangreetingsbenefits.com).

If you have questions, please contact Vanguard Participant Services associates at **800-523-1188**, Monday through Friday from 8:30 a.m. to 9 p.m., Eastern time.

Sincerely,

Vanguard

## **SUMMARY ANNUAL REPORT**

### **For American Greetings Retirement Profit Sharing and Savings Plan**

This is a summary of the annual report for American Greetings Retirement Profit Sharing and Savings Plan, EIN 34-0065325, Plan No. 001, for period January 01, 2010 through December 31, 2010. The annual report has been filed with the Employee Benefits Security Administration, U.S. Department of Labor, as required under the Employee Retirement Income Security Act of 1974 (ERISA).

#### **Basic Financial Statement**

Benefits under the plan are provided by a trust fund. Plan expenses were \$55,974,436. These expenses included \$35,747 in administrative expenses, \$55,902,764 in benefits paid to participants and beneficiaries, and \$35,925 in other expenses. A total of 9,489 persons were participants in or beneficiaries of the plan at the end of the plan year, although not all of these persons had yet earned the right to receive benefits.

The value of plan assets, after subtracting liabilities of the plan, was \$719,063,078 as of December 31, 2010, compared to \$655,826,011 as of January 01, 2010. During the plan year the plan experienced an increase in its net assets of \$63,237,067. This increase includes unrealized appreciation and depreciation in the value of plan assets; that is, the difference between the value of the plan's assets at the end of the year and the value of the assets at the beginning of the year or the cost of assets acquired during the year. The plan had total income of \$103,087,719, including employer contributions of \$14,592,356, employee contributions of \$20,098,714, realized gains of \$72,824 from the sale of assets, earnings from investments of \$68,253,037, and other income of \$70,788.

#### **Your Rights To Additional Information**

You have the right to receive a copy of the full annual report, or any part thereof, on request. The items listed below are included in that report:

- an accountant's report;
- financial information;
- information on payments to service providers;
- assets held for investment;
- information regarding any common or collective trusts, pooled separate accounts, master trusts or 103-12 investment entities in which the plan participates;

To obtain a copy of the full annual report, or any part thereof, write or call the office of American Greetings Corporation, Shared Services Department at One American Road, Cleveland, OH 44144-2398, or by telephone at (216) 252-7300, extension 4192.

You also have the right to receive from the plan administrator, on request and at no charge, a statement of the assets and liabilities of the plan and accompanying notes, or a statement of income and expenses of the plan and accompanying notes, or both. If you request a copy of the full annual report from the plan administrator, these two statements and accompanying notes will be included as part of that report.

You also have the legally protected right to examine the annual report at the main office of the plan (American Greetings Corporation, Shared Services Department, One American Road, Cleveland, OH 44144-2398) and at the U.S. Department of Labor in Washington, D.C., or to obtain a copy from the U.S. Department of Labor upon payment of copying costs. Requests to the Department should be addressed to: Public Disclosure Room, Room N1513, Employee Benefits Security Administration, U.S. Department of Labor, 200 Constitution Avenue, N.W., Washington, D.C. 20210.