

May 4, 2011

To American Greetings Associates:

The new American Greetings Wellness program launched just a few weeks ago, and I'm pleased to say the response and participation by associates have been enthusiastic. And that's just the beginning. There will be many opportunities and programs to help associates improve their health and the health of their families. Better health can help each of us enjoy life more while also lowering health care costs—for both associates and the Company. Healthier associates are more creative, productive and successful—and they help the Company control ever-rising health care expenses.

I am sending you this letter to express my personal commitment to our wellness initiatives. I look forward to working with associates and our local wellness champions to build a culture of optimal wellness at American Greetings.

As a start, this letter outlines five things you and your family can do this year to improve your overall health. It also describes the programs American Greetings offers to help you live well year round.

1. **Schedule physical exams for you and your family members.** Physical exams, screenings and age-appropriate immunizations can help head off health conditions before they become serious. **You pay nothing for these services as long as you visit an in-network doctor.** Low-cost flu shots and free mammograms are also offered at most American Greetings locations.
2. **Get a free biometric screening in August/September at your work location.** Knowing your biometric numbers—blood pressure, total cholesterol, glucose, BMI—gives you a baseline for your health and can detect small health issues before they become larger problems. Your results are confidential: American Greetings receives information reported only as group results. You also have the option of using your personal doctor to get your biometric information as a part of your physical exam or requesting a home testing kit if you do not have access to a screening at your work location.
3. **Take the online health risk assessment by October 31.** You can take this assessment at any time between May 1 and October 31 on the www.americangreetingsbenefits.com website using your biometric screening results. Then you'll get a confidential report with simple steps you can take to get healthier. You'll also receive a \$150 credit toward your 2012 medical plan contributions. And if your covered spouse also takes the health risk assessment before October 31, you will receive an additional \$60 contribution credit.
4. **Learn more about healthy eating.** We're taking steps in all locations to offer healthier options in cafeterias and vending machines. We'll also have nutrition seminars, cooking demonstrations and other information available at all locations to help associates understand the basics of good nutrition and simple ways to eat healthier.
5. **Get moving!** Exercise is vital to good health. Small steps can bring big health rewards now and in the future. Seminars will be held to help you get started along with tips to keep you motivated. Walking challenges will be launching in all locations during the month of May. Watch for information on imAGine, along with posters and literature throughout your building.

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

Thank you for your commitment to live well and for encouraging your family members to do the same every day.

With best regards,



Zev Weiss
Chief Executive Officer
2011 American Greetings Wellness Champion