



March 25, 2011

To American Greetings Associates:

Last year, we embarked on a new approach for providing health care and wellness benefits to associates and their families. We began by putting a greater emphasis on consumer health care plans. These plans, which most of you selected for 2011, give you a greater stake in how you manage your health care costs. At the same time, we recognized that the best way for people to control medical costs is to avoid them altogether by getting healthier and staying healthy. So we're pleased to announce the launch of the new American Greetings Wellness program.

The truth is that the good health of associates and their families is good for all of us. As individuals, the healthier we are, the more we can enjoy life and successfully meet the demands and challenges of everyday living. We want associates to be healthy because we care about their overall well-being.

From a business point of view, it's important that associates feel well because then they're able to do their best at work and make their contributions to American Greetings. Because the success of American Greetings is based on our creativity, innovation and business savvy, the well-being of the people in our organization will enable the Company to achieve our goals.

Lastly, on a very practical basis, when associates take steps to be healthier, we are all better able to control our collective health care expenses. As medical costs continue to rise at an average of eight percent per year, that becomes more and more important to the Company's financial health.

Wellness at American Greetings

The new wellness program at American Greetings is tied to our medical plans and on-site programs. It is designed to help each of us achieve better health by:

- Understanding our current state of health
- Preventing health issues from starting or becoming more serious
- Controlling any health conditions if they do exist
- Making small changes in our everyday life that can make big differences to our health

What we're asking of you

Because these steps are so important, we have set aggressive goals. We want every associate to take the health risk assessment every year, to get annual preventive exams and to participate in annual health screenings. And we'd like your family members to do these things too. We believe, and studies show, that using this information to make healthy changes will significantly improve the lives of associates and their families.

What will American Greetings do to help?

American Greetings will support wellness in the workplace with a three-year strategy. The first year of the Wellness program will concentrate on nutrition, exercise and smoking cessation. You'll learn a lot more about these programs in the next several weeks, but soon you will see healthier food options in our cafeterias and vending machines, labeling to help you make better food choices, walking programs to get everyone on their feet and exercising, and programs to help smokers quit the habit.

You'll also see many new programs and resources, including wellness coaching, Brown Bags and seminars, incentives to help you get moving in the right direction, special events and giveaways, and on-site health screenings at no charge. Visit the AGBenefits site and click on the Wellness tab for more information.

Learn more and tell us what you think

If you have feedback or suggestions about American Greetings wellness programs, please send an email to livewell@amgreetings.com. We realize that health and wellness is very personal and that each of us must determine what will work best in our lives and for our families. American Greetings is committed to giving you the information, motivation and support to make these very important decisions and to live well.

With best regards,



Zev Weiss
Chief Executive Officer



Jeff Weiss
President and Chief Operating Officer