



September 2015

RE: Changes to American Greetings Retirement Plan

Dear Associate:

The health and financial well-being of our associates is a top priority for American Greetings. For this reason, the Company invests considerable time, resources and money to ensure you have access to a comprehensive benefits program.

Over the last few years, we have re-evaluated our retirement plan. After thorough research and careful review, we're excited to announce that American Greetings will implement a new Retirement Savings Plan (RSP) on January 1, 2016. This new RSP is more like the plans that other major employers offer, and has several significant improvements from our current retirement plan.

The big changes to the plan are that **Company contributions will be made with every pay** — you will no longer have to wait until after the end of the year to receive your Company contributions, and **Company contributions are no longer dependent on Company profitability**. Contributions will be made by the Company regardless of profitability. The last big change is the **Company contribution to the 401K program will increase significantly**.

What are the specific changes?

- Currently, American Greetings matches \$.40 for every \$1 you contribute, up to 6% of your pay (for a Company contribution of 2.4% of your pay). The payments are made in April for the preceding year. With the new plan, if you participate, beginning with your first pay in January, the **Company will match 100% of the first 6% of your pay that you contribute**. This means that with each pay, you'll receive \$1 from American Greetings for each \$1 you contribute (up to 6% of pay). In other words, American Greetings will contribute up to 6% of your pay.
- Because under the new plan American Greetings pays the employer contribution with each pay, you do not have to wait until the end of April to receive your company contributions.
 - With the increase to the Company match in the 401(k) program, we will end the profit sharing provision of our current retirement plan.
 - The profit sharing payment has averaged 3% of pay over the last several years. The new 401(k) match of up to 6% of your pay is more generous than the current 401(k) match of 2.4%, combined with the profit sharing contribution of 3%. **However, you must contribute to the plan to receive the Company match.**
- While the new plan takes effect on January 1, 2016, the profit sharing and company match payments for 2015 (FY 2016) will be made in April 2016.

What do you need to do?

Vanguard will remain the plan administrator. Your contributions and the Company's contributions will continue to be deposited to your same account and investment options. However, this is a good opportunity to evaluate the percentage you contribute each pay and determine if you should change the amount.

More information to be provided

Informational meetings will be scheduled in the fall and additional communications will be included in the upcoming 2016 benefits newsletter and open enrollment materials.

As we look toward the future, this is another exciting change for American Greetings and associates as we continue to build and strengthen our financial well-being.

Regards,

A handwritten signature in black ink, appearing to read "Zev Weiss".

Zev Weiss
Co-Chief Executive Officer

A handwritten signature in black ink, appearing to read "Jeff Weiss".

Jeff Weiss
Co-Chief Executive Officer