

October 1, 2011

NOTICE

SUMMARY OF MATERIAL MODIFICATION

To all Participants and Beneficiaries under the Contempo Colours, Inc. Union 401(k) and Pension Plan (the "Plan").

This Notice, called a "Summary of Material Modification," advises you of a change in the information presented in your Summary Plan Description with respect to the Plan.

Please do three things: (1) Read the Notice, and if you have any questions, contact the Plan Administrator, (2) Keep this Notice with your Summary Plan Description, and (3) Mark the section of your Summary Plan Description that has changed so that when you look at that section, you will be reminded that the change described in this Notice has occurred.

EFFECTIVE OCTOBER 1, 2011, PROVISIONS FOR THE CASH-OUT OF A TERMINATED PARTICIPANT'S ACCOUNT HAVE BEEN ADDED TO THE PLAN. PLEASE ADD THE FOLLOWING NEW SECTION TO PAGE 7 OF YOUR CURRENT SUMMARY PLAN DESCRIPTION DATED MARCH, 2010, AS THE LAST PARAGRAPH UNDER THE HEADING OF "DISTRIBUTIONS FOR REASONS OTHER THAN DEATH":

If you terminate employment with us for any reason and your Vested Interest (excluding your Rollover Account) is \$5,000 or less, it will be distributed in a lump sum as soon as administratively feasible after you terminate employment. The distribution will be made to you or, at your election, will be rolled over either to another qualified retirement plan that agrees to receive the distribution or to an individual retirement account (IRA) established by you. However, if your Vested Interest (excluding your Rollover Account) is more than \$1,000 but not more than \$5,000 and you fail to elect either a lump sum or a rollover as described above, we will establish an individual retirement account (IRA) for you at a qualified financial institution of our choosing and will automatically roll your Vested Interest over to that IRA. Your funds will then be invested in a type of investment designed to preserve principal and provide a reasonable rate of return and liquidity, such as an interest-bearing account, a certificate of deposit, or a money market fund. The IRA provider will charge your IRA for any expenses associated with the establishment and maintenance of the IRA and with the IRA investments. If your Vested Interest is rolled over to an IRA under this "automatic rollover" requirement, you will be given more information at that time regarding the IRA provider and any fees or expenses associated with the IRA.

IF YOU HAVE ANY QUESTIONS, CONTACT THE PLAN ADMINISTRATOR: The Administrator is American Greetings Corporation, Shared Services, whose address is One American Road, Cleveland, OH 44144-2398, and whose telephone number is 800-321-3040 x 4192