

November 30, 2015

Re: New Retirement Savings Plan Removes 8% Cap for Highly Compensated Employees

Dear Associate,

Over the past few months, you've received several communications concerning changes to the American Greetings Retirement Savings Plan (RSP), to be effective January 1, 2016. The new plan will match 100% of the first 6 % of your pay that you contribute. This means you will receive \$1 from American Greetings for each \$1 you contribute (up to 6% of your eligible pay.) There also is an improvement to the plan which affects you as a Highly Compensated Employee (HCE), as defined by the IRS.

What is the specific change for HCEs?

Currently, the maximum amount you can personally contribute to your 401(k) each year is 8% of your annual eligible earnings. Effective January 1, 2016, the 8% annual contribution limit for HCEs will be eliminated. Under the new plan design, you will be able to contribute up to 50% of eligible earnings up to the IRS annual maximum amount of \$18,000 for 2016. Please note, the maximum company match is 6% of your eligible compensation, to an annual maximum, for 2016, of \$15,900.

Manage your paycheck deduction

With the upcoming implementation of the new RSP and the removal of the 8% cap, this is a good opportunity to evaluate the percentage you contribute and determine if you want to adjust this amount.

The period during which you can make contribution changes that will be reflected in your first pay in January is December 24 – December 30, 2015 by 4:00p.m.EST. (You will not be able to increase your contribution percent to an amount greater than 8% before this timeframe.) You can make changes either online at Vanguard.com, or by contacting Vanguard by phone at 800-523-1188.

Remember: You can make changes to the amount you contribute at any time but changes to your contribution percentage for your first pay in January must be made during the time frame outlined above.

For additional information on the new RSP, please visit www.americangreetingsbenefits.com to view associate communications, plan documents and frequently asked questions. You can also refer to your 2016 Benefits Changes Newsletter or 2016 Benefits Guide.

We encourage you to participate in the RSP to maximize the Company's match and help you reach your retirement savings goals. This is one important way to plan for your financial well-being for the years ahead.

Regards,

American Greetings