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American Greetings Retirement
Profit Sharing and Savings Plan



Financial Wellness has several key components. Your retirement savings are the key to your Financial Wellness in the future.

Financial Wellness involves saving and investing for the future. Your American Greetings retirement plan can help.

The American Greetings Retirement Profit Sharing and Savings Plan (the Plan) is designed to help you reach your long-term financial goals, especially saving for retirement. The Plan is a “401(k) and profit-sharing plan.” This means that the Plan allows you to: 1) make pre-tax contributions; 2) make Roth 401(k) after-tax contributions; and 3) receive pre-tax contributions made by American Greetings.

Pre-tax contributions and earnings then have the opportunity to grow on a tax-deferred basis; taxes are not owed until you take a withdrawal or distribution from your account. The Roth 401(k) feature allows you to make after-tax contributions, which generally may be withdrawn tax-free, provided you satisfy certain conditions.

How to participate

You are eligible to participate in the Plan if you are scheduled to work 1,000 hours or more in a Plan year (January 1 through December 31) or if you work 1,000 hours or more in a service year based on your hire date (for example, June 1 through May 31 of the following year). If you are an employee regularly scheduled to work less than 1,000 hours per year, you are eligible to participate on the first day of the first month following completion of one year of service that begins on your date of hire or on the anniversary of your date of hire. Territory Leads, full- and part-time merchandisers, leased employees, independent contractors, and certain union employees are not eligible.

Our intent is to automatically enroll eligible participants in the Plan at a pre-tax contribution rate of 3%. If you are an eligible employee, your contributions will begin as soon as administratively possible after 30 days unless you elect to have them start sooner or choose not to participate in the Plan. Unless you choose otherwise, your contributions will be invested in the Vanguard® Target Retirement Trust II with the target date closest to the year when you will reach age 65 and your pre-tax contribution rate will automatically increase by one percentage point each June until you reach 8% or the annual IRS limit.

Note: If you are automatically enrolled between January and April, your pre-tax contribution rate will automatically increase in June of the same year. Please contact AG Shared Services at **800-321-3040** (ext. 4192) if your contributions have not been deducted when you are eligible.

How to register for online account access: Do so today by going to vanguard.co/retirementplans and selecting **Register for account access**. You will need your Plan number: **091997**. Remember: If you do not want to be automatically enrolled in the Plan or if you want to enroll at a different contribution rate or select another fund, you must contact Vanguard online or by phone at **800-523-1188** within 30 days. To make a change online, log on to your account by going to vanguard.com/retirementplans, entering your user name in the box provided, selecting **Log On**, and following the prompts.

How much you can save

You can elect to contribute from 1% to 50% of your pay on a pre-tax basis, a Roth after-tax basis, or a combination of both. The IRS also limits Plan contributions. For current IRS limits, visit vanguard.com/contributionlimits. If you are age 50 or older, or will turn 50 by year's end, and you contribute the maximum allowed, you may make catch-up contributions. Catch-up contributions allow you to save above the normal IRS annual limit on a pre-tax or Roth basis.

The Plan offers a voluntary feature that helps you save more by increasing your contributions for you each year. Simply decide how much more you'd like to save annually—a minimum of one percentage point to a maximum of three percentage points—and your contribution rate will increase by that amount in whatever month you choose. You can stop annual increases at any time. Annual increases will continue until you reach either your Plan's maximum contribution rate or the IRS limit.

Please note: If you are considered a Highly Compensated Employee for Plan purposes based on IRS regulations, you may be restricted to a lower percentage. Contact Vanguard for the current percentage limit. You will be notified if this limit applies to you.

Discretionary Matching Contributions

If you are making pre-tax or Roth contributions to the Plan, you are eligible to receive Discretionary Matching Contributions, provided that you are employed on the last day of the Plan year. The Plan year is the calendar year beginning January 1 and ending December 31. If the Company makes a Discretionary Matching Contribution, you will generally receive it after the end of the Plan year.

Discretionary Profit Sharing Contributions

If you are eligible to make pre-tax or Roth contributions to the Plan, you are eligible to receive Discretionary Profit Sharing Contributions, provided that you are employed on the last day of the Plan year. If the Company makes a Discretionary Profit Sharing Contribution, you will generally receive it after the end of the Plan year.

Rollover from another employer's plan

The Plan allows you to roll over both pre-tax and Roth after-tax savings from a previous employer's plan. Only savings from an "eligible plan," such as a 401(k), are eligible for a rollover.

Vesting

You are always 100% vested in the money you have in the Plan. That is, you have the right to receive the full value of your account if you leave the Company or retire.

Investment choices for your contributions

You decide how your contributions are invested, choosing from the Plan's investment options. (Refer to the enclosed Your Investment Options at a Glance for more information about your options.)

Note: You must contact Vanguard within 30 days of enrollment to choose your funds. Otherwise, your contributions will be automatically invested in the Vanguard Target Retirement Trust II with the target date closest to the year when you will reach age 65. You can redirect your contributions at any time by contacting Vanguard.

All investing is subject to risk, including the possible loss of the money you invest. Investments in Target Retirement Trusts are subject to the risks of their underlying funds. The year in the trust name refers to the approximate year (the target date) when an investor in the trust would retire and leave the workforce. The trust will gradually shift its emphasis from more aggressive investments to more conservative ones based on its target date. An investment in a Target Retirement Trust is not guaranteed at any time, including on or after the target date.

How to change investments or your contribution percentage

You can change the percentage of pay you contribute to the Plan at any time by contacting Vanguard. There are two ways to change your investments: (1) You can request to have your future contributions invested differently. This is known as an investment allocation change. (2) You can also transfer, or exchange, current balances between funds.

To make either a contribution percentage or an investment change, visit Vanguard's website or call Vanguard at **800-523-1188**. You can use the interactive VOICE® Network 24 hours a day or speak with a Vanguard associate during business hours. To make a change online, log on to your account by going to vanguard.com/retirementplans, entering your user name in the box provided, selecting **Log on**, and following the prompts. If you have not registered to use vanguard.com, do so today by going to vanguard.com/retirementplans and selecting **Register for account access**. You will need your Plan number: **091997**.

Beneficiaries

If you are unmarried, you can designate anyone you wish to be your beneficiary without having your signature notarized. If you are married and wish to designate your spouse as your beneficiary, you also don't your signature notarized. However, if you are married and wish to designate someone other than your spouse as your beneficiary, your spouse must sign your beneficiary designation form, and the signature must be notarized. If you do not have a valid a beneficiary, the assets in your account will be turned over in the following order to your surviving spouse or your estate.

If you name more than one primary beneficiary, each person is a known as a "cobeneficiary." However, remember that you can also list one or more persons as contingent beneficiaries. When there is no living primary beneficiary, assets will be distributed to whoever is listed as a contingent beneficiary.

Be sure to name beneficiaries for your Plan account. Properly designating beneficiaries ensures that, when you die, your savings are distributed according to your wishes.

You will be prompted to name beneficiaries immediately following the online enrollment process. To name beneficiaries at a later time or to update your beneficiary information, follow these simple steps:

1. Log on to your account by going to vanguard.com/retirementplans, entering your user name in the box provided, selecting **Log on**, and following the prompts. If you have not registered for secure online account access, do so today by going to vanguard.com/retirementplans and selecting **Register for account access**. You will need your Plan number: **091997**.
2. Click **My Profile**. (If you have multiple accounts at Vanguard, you may need to select **Employer plans** first.)
3. Click **Beneficiaries**.

If you prefer, you can obtain a beneficiary designation form by calling Vanguard Participant Services at **800-523-1188** Monday through Friday from 8:30 a.m. to 9 p.m., Eastern time.

Loans

The Plan allows you to have one general purpose loan and one principal residence loan outstanding at any time. You can request a general purpose loan for any reason and repay it over any period up to 54 months (4.5 years). No paperwork is required to take a general purpose loan. You can initiate the loan by logging on to your account online at vanguard.com/retirementplans or by calling a Vanguard associate at **800-523-1188**.

If you need money to put toward the purchase of a principal residence, you have the option of taking a principal residence loan. A principal residence loan can be repaid over any period up to 20 years. Paperwork for a principal residence loan can be obtained by contacting Vanguard. In addition to completing and signing the form, you would need to submit a signed purchase agreement or a signed good faith estimate as supporting documentation.

There are limits on the amount you can take as a loan. Your total outstanding loan balance may not exceed the lesser of \$50,000 (or less if you have had an outstanding Plan loan in the past 12 months) or 50% of your total account balance. However, you may only borrow up to the total amount in your associate contributions and rollover contributions. In other words, you may not borrow from contributions made by American Greetings on your behalf (401(k) match and profit-sharing contributions).

Example: Let's say you have \$60,000 in your account, which is made up of \$20,000 of your own money and \$40,000 that American Greetings contributed. Your maximum loan amount would be calculated as follows: $\$60,000 \times 50\% = \$30,000$; however, your own contributions to the Plan equal \$20,000, so you can only borrow up to \$20,000.

The minimum loan amount is \$1,000. A \$40 application fee will be deducted from your loan check when applying online or through VOICE (\$90 when applying by phone with personal assistance from a Vanguard associate). An annual maintenance fee of \$20 will be automatically deducted from your account balance each year if your loan balance is outstanding on the date the annual fee is assessed. You are not charged an annual fee the year you take your loan.

You may have one of each type of loan outstanding at any time. Remember: You can pay off a loan early. You must wait 90 days from a loan payoff date before requesting a new loan. The loan interest rate is fixed and equals the prime rate plus one percentage point.

A loan is repaid through automatic paycheck deductions. If your payments stop while you are actively employed, you will have until the last day of the calendar quarter following the quarter in which the payments stopped to make up the missed payments or repay the loan in full.

You must repay any outstanding loan balance upon termination of employment with American Greetings. If not paid, the loan will be defaulted at the end of the quarter following the quarter when payment was due. A loan default is considered a taxable event, and the unpaid balance will be reported to the IRS as a distribution. The taxable portion of this distribution, if any, will be subject to ordinary income taxes and, if you are under age 59½, usually a 10% federal penalty tax. You cannot directly roll over an outstanding loan balance.

Withdrawals*

Although the Plan is designed to provide distributions to you when you retire or terminate employment, there are limited types of withdrawals you can make while still an active associate. You may take a withdrawal of a portion of your account balance under the following situations:

- **Hardship withdrawals.** A hardship withdrawal may be available if you have a serious financial need that cannot be met through any other means, including a Plan loan. Examples of these financial hardships include certain unreimbursed medical bills; postsecondary tuition expenses; the purchase or construction of a principal residence; the prevention of foreclosure on or eviction from your principal residence; burial or funeral expenses for a parent, spouse, child, or dependent; and certain expenses for repairing your principal residence if the expenses qualify as a casualty deduction. If you make a hardship withdrawal, you will be suspended from participation in the Plan for six months.
- **Age 59½ withdrawals.** Once you reach age 59½, you can make withdrawals from your account balance.
- **After-tax withdrawals.** If you have traditional after-tax money in the Plan, you can withdraw all or part of these funds. Investment earnings on traditional after-tax contributions are taxable upon withdrawal.

Contact Vanguard to request a withdrawal. There are restrictions on the amount available for a withdrawal based on the original source of assets in your Plan account. A Vanguard associate will help you determine the amount you can withdraw. To make a hardship withdrawal, you will need to complete an application and return it to Vanguard. All other withdrawals can be processed online or by phone, in which case you should receive a check within seven to ten business days.

If you retire or leave the Company*

Upon termination, you can receive a lump-sum payment, installment payments, or continue to defer taxes by rolling over your distribution to an IRA or another eligible plan.

If your balance is more than \$5,000, you may leave your account in the American Greetings Plan. If the value of your account is more than \$1,000 but less than or equal to \$5,000 (excluding your rollover balance), and after receiving all required notifications you do not make an active election, the balance of your account may be automatically rolled over to a Vanguard IRA® at the end of the calendar quarter following your termination of employment.

If the value of your account is less than or equal to \$1,000 and you do not make an election for your account, your balance may be sent to you as a lump-sum distribution at the end of the calendar quarter following termination. For example, if you leave the Company on September 1 and your account balance is \$1,000 or less, your account may be distributed in a lump sum on or soon after the end of the calendar quarter on December 31.

Questions?

If you have questions about your investment choices or your Plan account, call a Vanguard associate at **800-523-1188** Monday through Friday from 8:30 a.m. to 9 p.m., Eastern time. You can also check your account, conduct certain transactions, and learn more about Vanguard funds by visiting vanguard.com/retirementplans. If you have not registered at vanguard.com, you will need your Plan number: **091997**.

***Tax implications:** You will be responsible for paying any federal, state, local, or foreign taxes on a distribution or withdrawal from pre-tax accounts. A distribution or withdrawal of Roth 401(k) earnings is usually also taxable unless the initial Roth contribution was made more than five years ago and you are at least age 59½. Early withdrawals may be subject to a 10% federal penalty tax. To the extent required by law, Vanguard will make the appropriate withholding for tax purposes.

Vanguard Target Retirement Trusts are not mutual funds. They are collective trusts available only to tax-qualified plans and their eligible participants. Investment objectives, risks, charges, expenses, and other important information should be considered carefully before investing. The collective trust mandates are managed by Vanguard Fiduciary Trust Company, a subsidiary of The Vanguard Group, Inc.

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This outline of the features of the American Greetings Retirement Profit Sharing and Savings Plan is not intended to replace the Summary Plan Description (SPD). Copies of the SPD are available on vanguard.com or by contacting Vanguard. If there is any conflict between this and the Plan document, the Plan document will control. The Company reserves the right to amend or terminate the Plan at any time.