



For information contact:
Vanguard Participant Services
In the USA (800)523-1188
Or via the internet at: www.vanguard.com

November 10, 2015

RE: AMERICAN GREETINGS RETIREMENT PROFIT SHARING & SAVINGS PLAN

Dear ASSOCIATE:

Please note no action is required by you at this time, unless you would like to make changes to your elections in the plan. Regulations require that plan sponsors provide retirement plan participants with notices regarding your plan features. This notice describes your rights and responsibilities in connection with these features.

Direct your paycheck deduction

At all times you have the right to elect how much to contribute to your plan. However, your plan utilizes Vanguard's One Step® feature, through which you may be automatically enrolled in the plan.

If you fail to choose to participate in the plan (or fail to opt out of participation), you may be automatically enrolled with an initial contribution rate of 3%. After you are enrolled, you may increase or decrease your contribution rate at any time.

Please note that if your payroll deferrals to the plan have been suspended, special rules may apply to your payroll deduction. Contact Vanguard using the instructions below for further information.

How to opt out or make changes

You have the right not to contribute to the plan. In addition, you always have the right to contribute an amount different than the automatic contribution amount or to invest in funds other than your plan's default fund. If you want to make changes, simply contact Vanguard using the instructions below.

Direct your investments

You may direct the investment of your contributions to one or more of the plan's available funds, which include a broad range of investment alternatives, intended to allow you to achieve a diversified portfolio. All investing is subject to risk. Diversification does not ensure a profit or protect against a loss in a declining market.

Your plan's default fund

Your plan also designates a default fund where your contributions will be invested if you have not made an alternative investment election, or you are automatically enrolled and did not make an investment election.

Your default fund is the Target Retirement 2015 Trust II (001473)*. Enclosed is a fund fact sheet which includes information about your default fund including the investment objective, fees and expenses, and risk and return characteristics.

Change your investments

You can redirect your future contributions and change the way your plan account balance is invested anytime, subject to each fund's trading restrictions and any purchase fees (if applicable). If you make an exchange out of the default fund, you cannot put money back into the same fund online or by phone within 60 days; however, you can always make an exchange via U.S. mail.

For more information about directing the investment of your plan account, please refer to your plan's Summary Plan Description. For help determining an appropriate investment mix based on your investment goals, risk tolerance, and time horizon, complete Vanguard's Investor Questionnaire at vanguard.com/assetmix, or contact Vanguard using the following instructions.

Connect with Vanguard ®

To contact Vanguard to make changes to your current elections or for more information about any fund, including investment objectives, risks, charges, and expenses, or to obtain a prospectus, please refer to the instructions below.

The prospectus or fact sheet contains important information about the fund. Read and consider the prospectus or fact sheet information carefully before you invest. You can also download Vanguard fund prospectuses or fact sheets at www.vanguard.com.

- Online. Go to Vanguard.com for 24-hour access to financial-planning tools and information. Once you've enrolled, you can register for immediate secure online account access at www.vanguard.com/register. You will need your plan number: 091997.
- By phone. Call Vanguard's 24-hour automated VOICE® Network at 800-523-1188. To use VOICE, you will need a personal identification number (PIN).
- With personal assistance. Vanguard associates are available to assist you at 800-523-1188 Monday through Friday from 8:30 a.m. to 9 p.m., Eastern time.

Sincerely,

Vanguard

All investing is subject to risk, including the possible loss of the money you invest.

* This is the fund in which your contributions will be invested if you do not actively make a different investment allocation decision. If your default fund is a date-specific target date investment, your contributions will be invested in the most appropriate fund for someone your age, based on the funds offered by your plan as of the date you are enrolled in the plan. Should your plan subsequently offer a different date-specific target date investment that also may be appropriate for someone your age, your contributions will continue to be invested in the initial target date investment. You can choose different investments for your contributions at any time.

Investments in target-date funds are subject to the risks of their underlying funds. The year in the fund name refers to the approximate year (the target date) when an investor in the fund would retire and leave the work force. The fund will gradually shift its emphasis from more aggressive investments to more conservative ones based on its target date. An investment in target date funds is not guaranteed at any time, including on or after the target date.

An investment in a money market fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although a money market fund seeks to preserve the value of your investment at \$1 per share, it is possible to lose money by investing in such a fund.

An investment in a stable value fund is neither insured nor guaranteed by the U.S. government. There is no assurance that the fund will be able to maintain a stable net asset value, and it is possible to lose money by investing in the fund.

Vanguard Retirement Savings Trust is not a mutual fund. It is a collective trust available only to tax-qualified plans and their eligible participants. The collective trust mandates are managed by Vanguard Fiduciary Trust Company, a subsidiary of The Vanguard Group, Inc.

Tax implications: You will be responsible for paying any applicable federal, state, local, or foreign taxes on a distribution or withdrawal. 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 Marketing Corporation, Distributor.

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