



November 13, 2015

Re: New Retirement Savings Plan - Timing for Changing Contributions effective January 1, 2016

Dear Associate,

In September, we announced the new Retirement Savings Plan (RSP), known as a Safe Harbor Plan, to be effective January 1, 2016. Included with this letter is the Internal Revenue Service (IRS) Notice that sets forth details about this plan that you should review. This new plan includes several significant improvements from the current retirement plan, including increased 401(k) Company matching contributions, with these contributions made in every pay throughout the year. With this new plan, the Company will match 100% of the first 6% of your pay that you contribute. This means that you will receive \$1 from American Greetings for each \$1 you contribute (up to 6% of your eligible pay). This increased Company contribution will replace the Company's profit sharing contributions, which will no longer be made, starting with calendar year 2016.

For additional information on these exciting changes, including plan documents and frequently asked questions, please visit www.americangreetingsbenefits.com. Similar information is also included in the 2016 Benefits Changes Newsletter, and in the 2016 Benefits Guide.

With the enhanced match replacing the profit sharing, to maximize your Company match you may want to adjust the percentage you contribute to the plan.

To make changes to your contributions you must go online to Vanguard.com, or contact Vanguard by phone at 800-523-1188:

- **If you're paid weekly and your payday is MONDAY**, changes must be made between **December 17 and December 23 by 4:00 p.m. EST** to be effective with your first pay in January.
- **If you're paid weekly and your payday is FRIDAY**, changes must be made between **December 24 and December 30 by 4:00 p.m. EST** to be effective with your first pay in January.
- **If you're paid bi-weekly OR semi-monthly**, changes must be made between **December 24 and December 30 by 4:00 p.m. EST** to be effective with your first pay in January.

Please note: If you are currently contributing 0% as of November 20, you will be automatically enrolled at a rate of 3% of your base pay, effective with your first pay in January, unless you elect a different contribution percentage (including a 0% contribution) within the time frames listed above. If you are auto enrolled in this way, you will receive a separate communication in early December to remind you of your timeline for making changes.

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.

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