



## Financial Tear Sheet

### Corporate Profile

For more than 100 years, American Greetings Corporation (NYSE: AM) has been a manufacturer and retailer of innovative social expression products that assist consumers in enhancing their relationships. The Company's major greeting card brands are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings, and Papyrus, and other paper product offerings include DesignWare party goods, and American Greetings and Plus Mark gift-wrap and boxed cards.

American Greetings also has the largest collection of electronic greetings on the Web, including cards available at AmericanGreetings.com through AG Interactive, Inc., the Company's online division. AG Interactive also offers digital photo sharing and personal publishing at PhotoWorks.com and Webshots.com and a one-stop source for online graphics, animations, and more at Kiwee.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Properties group.

Headquartered in Cleveland, Ohio, American Greetings employs approximately 18,000 full-time equivalent associates or "FTEs" around the world and is home to one of the world's largest creative studios. American Greetings generates annual revenue of approximately \$1.8 billion, and its products can be found in retail outlets domestically and worldwide.

### Primary IR Contact

Gregory M. Steinberg  
 Treasurer and Director of Investor Relations  
 American Greetings Corp.  
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### Stock Performance

AM (Class A Common Shares)	
Exchange	NYSE (US Dollar)
Price	\$21.63
Change (%)	▼ 0.11 (0.51%)
Volume	262,383
52 Week Low	\$3.24
Market Cap	\$778,009,470
Rolling EPS	-4.37
PE Ratio	0
Shares Outstanding	35,969,000
Data as of 11/20/09 4:01 p.m. ET	



## Recent Headlines & Events

09/24/09 - 7:32 a.m.  
American Greetings Announces Record Second Quarter Earnings

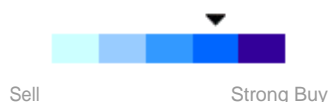
09/16/09 - 4:46 p.m.  
American Greetings Announces Quarterly Dividend

09/01/09 - 8:04 a.m.  
American Greetings to Webcast Fiscal 2010 Second Quarter Conference Call

There are currently no events scheduled.

## Analyst Estimates / Ratings

Mean Recommendation: 1.5



## EPS Trend

		Current	30 Days Ago	90 Days Ago
QTR	Nov 09	0.66	0.66	0.35
QTR	Feb 10	0.27	0.27	-0.02
QTR	May 10	0.77	0.77	0.74
QTR	Aug 10	0.43	0.43	0.09
FY	Feb 10	2.00	2.00	1.01
FY	Feb 11	2.21	2.21	1.22

## Management

**Morry Weiss**  
Chairman

**Zev Weiss**  
Chief Executive Officer

**Jeffrey Weiss**  
President and Chief Operating Officer

**John W. Beeder**  
Senior Vice President  
Executive Sales and Marketing Officer

**John S. N. Charlton**  
Senior Vice President  
International

**Joseph B. Cipollone**  
Vice President  
Corporate Controller

**Michael L. Goulder**  
Senior Vice President  
Executive Supply Chain Officer

**Thomas H. Johnston**  
Senior Vice President  
Creative and Merchandising

**Catherine M. Kilbane**  
Senior Vice President  
General Counsel and Secretary

**Josef Mandelbaum**  
CEO - AG Intellectual Properties

**Brian T. McGrath**

## Board of Directors

**Morry Weiss**  
Chairman

**Zev Weiss**  
Chief Executive Officer

**Jeffrey Weiss**  
President  
Chief Operating Officer

**Dr. Scott S. Cowen**  
President  
Tulane University

**Jeffrey D. Dunn**  
President and Chief Executive Officer  
HIT Entertainment Limited

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Retired

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Retired

**Michael J. Merriman, Jr.**

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**Dr. Jerry Sue Thornton**  
President  
Cuyahoga Community College

**Senior Vice President  
Human Resources**

**Douglas W. Rommel  
Vice President  
Information Services Division**

**Stephen J. Smith  
Senior Vice President  
Chief Financial Officer**

**Erwin Weiss  
Senior Vice President  
Enterprise Resource Planning**

#### **SEC Filings**

<b>Filing Date</b>	<b>Form</b>
11/20/09	SC 13D/A
11/20/09	SC 13D/A
10/14/09	4
10/14/09	4

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Historical and current end-of-day data provided by Interactive Data Pricing and Reference Data.

Minimum 20 minutes delayed