



american greetings

NEWS RELEASE
February 28, 2018

**AMERICAN GREETINGS ANNOUNCES BONDHOLDER
CONFERENCE CALL FOR HOLDERS OF THE 7.875% SENIOR NOTES DUE 2025**

CLEVELAND, Ohio (February 28, 2018) – American Greetings will host a conference call on Thursday, March 1 at 10:00 AM ET for holders of the 7.875% Senior Notes Due 2025. To register for the conference call and receive the dial-in number and passcode, please call the Company's Investors line at (216) 252-4864. We highly recommend that interested participants register prior to 5:00 PM ET on Wednesday, February 28 so as not to delay the registration process the morning of the call. A telephone replay of the call will be available from 2:00 PM ET Thursday, March 1 until 5:00 PM ET Tuesday, March 6. In addition, certain information about the Company and the proposed transaction with certain affiliates of Clayton, Dubilier & Rice, LLC will be provided to holders of the Notes on the reporting website for the Notes.

About American Greetings

As a leader in meaningful connections, American Greetings is a creator and manufacturer of innovative social expression products that assist consumers in making the world a more thoughtful and caring place. Founded in 1906, the Company's major greeting card lines 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 one of the largest collections of greetings on the Web, including greeting cards available at Cardstore.com and electronic greeting cards available at AmericanGreetings.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the American Greetings Entertainment group. Headquartered in Cleveland, Ohio, American Greetings generates annual revenue of approximately \$1.8 billion, and its products can be found in retail outlets worldwide. For more information on the Company, visit www.corporate.americangreetings.com

CONTACT:

Ethan Spencer
Treasurer
(216) 252-4864

investor.relations@amgreetings.com