



American Greetings Corporation




AM NYSE

Personal Products

Market Capitalization USD:

\$700.55 mm

CONCERN LEVEL: AVERAGE

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance. 
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group. 
- 7 The company's dilution from equity incentives is 10 percent or less. 
- 8 Unvested equity lapses when the CEO's employment is terminated.
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: Zev Weiss

Age: 45

CEO Since: 2003

	2009	2010	2011
Base Salary	\$916,986	\$921,460	\$980,740
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$0	\$921,459	\$996,039
Benefits and Perquisites	\$36,518	\$71,183	\$60,135
TOTAL ANNUAL COMPENSATION	\$953,504	\$1,914,102	\$2,036,914
Increase in Post-Retirement Benefits	\$67,380	\$449,453	\$544,215
Stock Option Awards	\$324,551	\$233,126	\$0
Stock Awards	\$626,637	\$674,302	\$648,543
TOTAL COMPENSATION	\$1,463,808	\$3,270,983	\$3,229,672
Median of Other Named Executive Officers Total Compensation	\$2,346,706	\$2,346,706	\$1,538,471
Value Realized on Exercise of Stock Option	\$0	\$0	\$1,707,272
Value Realized on Vesting of Stock	\$1,170,892	\$0	\$723,557
TOTAL REALIZED EQUITY COMPENSATION	\$1,170,892	\$0	\$2,430,829

Proxy Date: 11 May 2012

Annual Meeting Date: 15 Jun 2012

Equity Reserves: 18.13%

Stock Option Run Rate: 0.00%

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Performance Comparison

■ S&P500 ■ Industry ■ AM



Peer Comparisons (TRBC) =Personal Products

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
AM	American Greetings Corporation	\$1,463,808	\$3,270,983	\$3,229,672	\$700,546,326
HI	Hillenbrand, Inc.	\$4,555,195	\$5,529,411	\$4,657,991	\$1,153,728,686
MATW	Matthews International Corporation	\$2,939,752	\$3,451,579	\$4,390,317	\$898,387,708
RDEN	Elizabeth Arden, Inc.	\$1,885,027	\$3,898,598		\$825,344,811
REV	Revlon, Inc.	\$1,311,797	\$3,094,314	\$3,077,955	\$642,803,736
IPAR	Inter Parfums, Inc.	\$495,000	\$487,000		\$471,831,273
USNA	USANA Health Sciences, Inc.	\$726,214	\$1,966,402	\$757,683	\$433,091,230

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps.

Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

2011 Peer Group not disclosed.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Scott S. Cowen	Chairman	65	Male	23	Outside Related
Charles A. Ratner	Member	70	Male	12	Outside Related
Jeffrey D. Dunn	Member	57	Male	5	Outside
Jerry Sue Thornton	Member	65	Female	12	Outside Related