

AMERICAN GREETINGS CORP  
Form 8-K  
May 09, 2012

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(d) OF THE**  
**SECURITIES EXCHANGE ACT OF 1934**

Date of Report (date of earliest event reported): May 9, 2012

**American Greetings Corporation**

(Exact Name of Registrant as Specified in its Charter)

Ohio  
(State or other jurisdiction of  
incorporation)

1-13859  
(Commission File Number)

34-0065325  
(I.R.S. Employer Identification No.)

One American Road  
Cleveland, Ohio  
(Address of principal executive offices)

Registrant's telephone number, including area code: (216) 252-7300

44144  
(Zip Code)

(Former Name or Former Address, if Changed Since Last Report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 8.01 Other Events.**

On May 9, 2012, American Greetings Corporation (the Company ) issued a press release announcing that it has acquired all of the outstanding senior secured debt of Clinton Cards PLC for approximately \$56 million (approximately £35 million) through a UK subsidiary. The press release is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

| Exhibit<br>Number | Description                      |
|-------------------|----------------------------------|
| 99.1              | Press Release, dated May 9, 2012 |

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**American Greetings Corporation**  
(Registrant)

By: /s/ Stephen J. Smith  
Stephen J. Smith, Senior Vice President  
and Chief Financial Officer

Date: May 9, 2012

**EXHIBIT INDEX**

| Exhibit<br>Number | Description                      |
|-------------------|----------------------------------|
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