

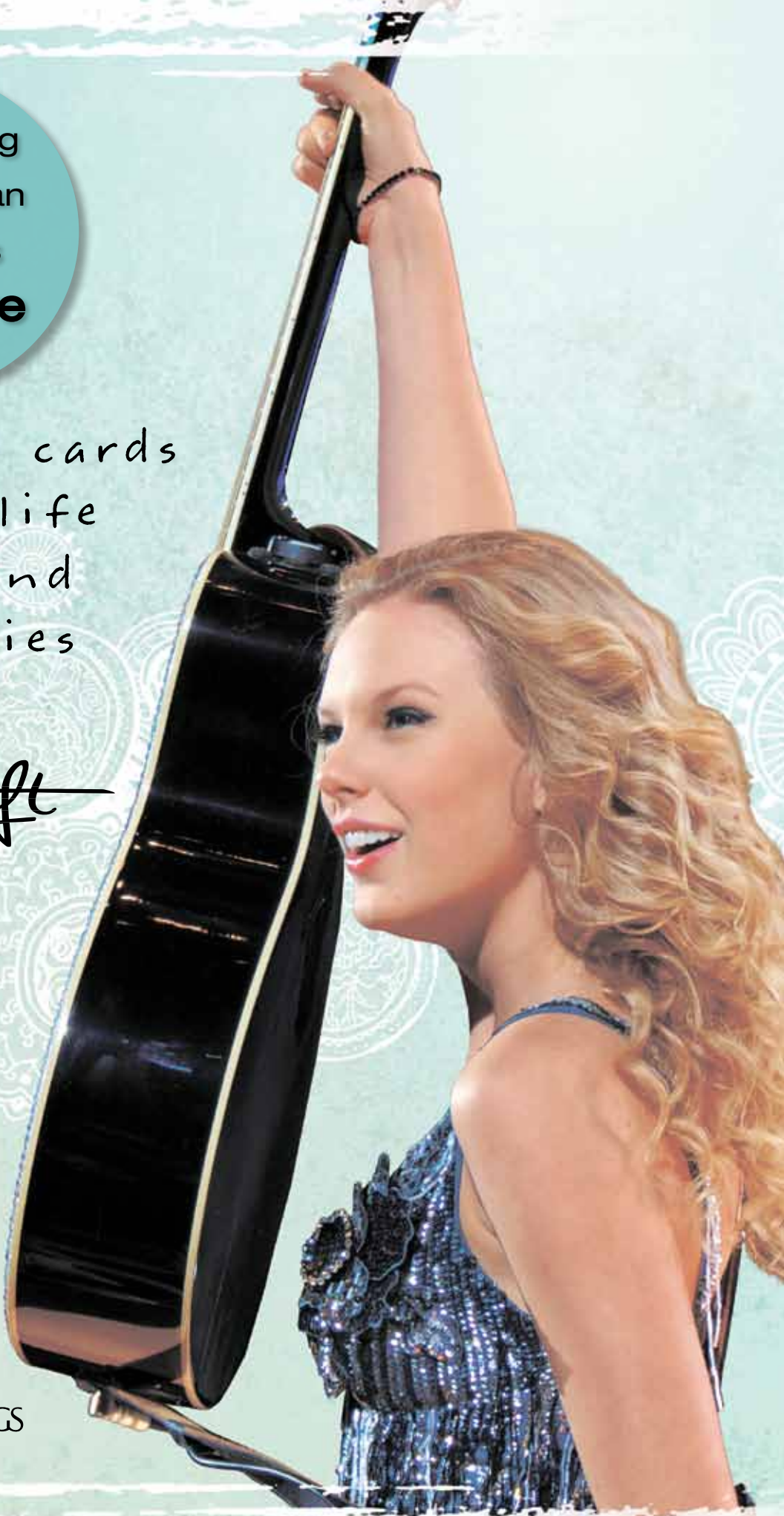
Announcing
an American
Greetings
Exclusive

Introducing cards
for your life
stories and
love stories
by

Taylor Swift



AMERICAN GREETINGS





Hi. I'm Taylor
and these are
my cards.

America loves Taylor and so does
American Greetings. We're introducing
an amazing new greeting card collection
written and inspired by Taylor Swift.

Singer, Songwriter & Storyteller

The leading voice of her generation, Taylor is a multi-platinum recording artist with universal appeal. She's a prolific writer with a down-to-earth personality who happens to love greeting cards. She's quite accomplished, too.

- Winner of 2009 CMA Entertainer of the Year, Best Album ("Fearless"), Best Female Vocalist and Best Music Video Awards
- Her self-titled album set the record for the longest-charting album of this century on 11/8/2009
- Top-selling recording artist of any genre in 2008
- 19-year-old GRAMMY-nominated recording artist and songwriter
- Wrote five Billboard Top 10 singles
- Sold out Madison Square Garden in two minutes
- Sold out every "Fearless" headlining tour concert in 2009-2010



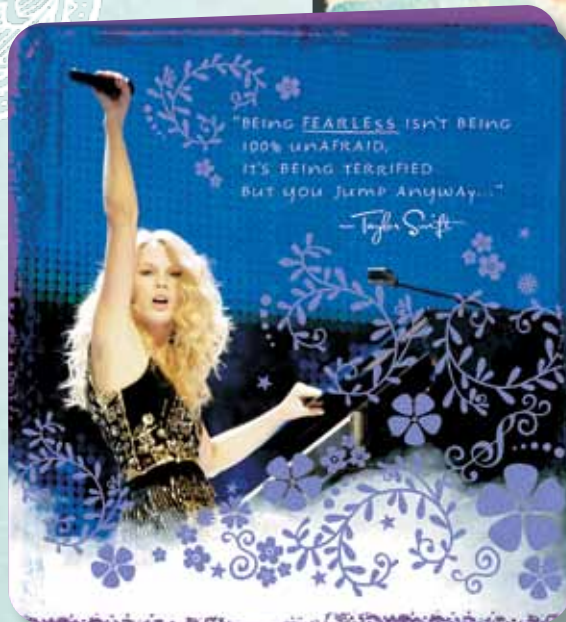
Taylor's Universal Appeal

Taylor's youthful, energetic appeal will help American Greetings and our retailers build upon the future generation of card consumers by offering them an irresistible selection now.

Whether they're heavy connectors from Taylor's own generation or from the broad age group that makes up our core greeting card consumer, many are already Taylor fans. Even those who may not be Taylor admirers at the moment love heartfelt, sincere greeting cards.

"I've always been fascinated by feelings and how we express them to each other. Getting to write and design these cards is a wonderful experience."

Taylor Swift



Taylor as Our "Content Partner"

In addition to being an award-winning performer, Taylor loves to write and she loves to send cards. So when she approached us with her desire to create her own line of cards, we loved the idea.

As our content partner, Taylor writes the cards, provides direction on the look and feel and participates in the marketing efforts. That adds more value to consumers, who'll find truly Taylor-inspired cards for connecting with the special people in their lives.

Taylor's Cards

Traditional with a twist, Taylor's cards combine bright, bold colors, hand-drawn illustration and lots of glitter. Her copy style reflects the one-of-a-kind voice and personality that America has fallen in love with.

While she may be best known as a performer, she is a gifted songwriter and storyteller. For her cards, the focus will be on delivering compelling content written by Taylor herself. Creating the right me-to-you messages is the focus of the collection, though some cards will feature her music to strengthen the sentiments.

By her own making, the Taylor Swift brand is accessible, affordable, quality-driven and down-to-earth. And like all things Taylor, it's totally awesome.

Taylor Cards at Retail

In 2010 there will be continual flow of new Taylor Swift products with new looks and styles being introduced throughout the year.

Debut	Details
March 2010	Conventional Birthday 6 Cards MSRP \$2.79
Summer 2010	2' Summer Program 3 Music Cards MSRP \$4.99 24 Cards MSRP \$2.79 - \$3.49
July 2010	Lights, Sound, Action 4 Music Cards MSRP \$4.99
Fall 2010	Conventional Birthday and Thinking of You 4 Cards MSRP \$3.49

Your American Greetings Account Executive will contact you with further details.



AMERICAN GREETINGS

For further product information, contact your local Sales Representative, or in the United States, call a Tele-Marketing Representative toll-free at 1-800-442-7662.

Or, write to: American Greetings Corporation
One American Road
Cleveland, Ohio 44144

In Canada, contact your local Sales Representative, or call toll-free at 1-800-663-CARD.

Or, write to: Carlton Cards Limited
1820 Matheson Boulevard
Mississauga, Ontario L4W 0B3

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