

AMERICAN GREETINGS CORP

Form 8-K

January 08, 2008

**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): January 8, 2008**

**American Greetings Corporation**  
(Exact Name of Registrant as Specified in its Charter)

Ohio

1-13859

34-0065325

(State or other jurisdiction of  
incorporation)

(Commission File Number)

(I.R.S. Employer Identification No.)

One American Road  
Cleveland, Ohio

44144

(Address of principal executive  
offices)

(Zip Code)

Registrant's telephone number, including area code: (216) 252-7300  
(Former Name or Former Address, if Changed Since Last Report)

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))
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**Item 7.01 Regulation FD Disclosure**

On January 8, 2008, American Greetings issued a press release reporting that it has completed the \$100 million share repurchase program that was announced April 17, 2007. American Greetings also announced that its Board of Directors has authorized the repurchase of up to \$100 million of Class A common shares. A copy of the press release is attached hereto as Exhibit 99.1.

The information in this Item 7.01 of this Current Report on Form 8-K (including the Exhibit 99.1 attached hereto) is being furnished under Item 7.01 and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the Exchange Act ), or otherwise subject to the liability of such section, or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits

- 99.1 Press Release, dated January 8, 2008, reporting the completion of the \$100 million share repurchase announced April 17, 2007, and announcing authorization of another \$100 million share repurchase program.
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**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: January 8, 2008