

AMERICAN GREETINGS CORP  
Form 3  
March 09, 2006

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*

Â Mandelbaum Josef  
(Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)  
03/01/2006

3. Issuer Name and Ticker or Trading Symbol

AMERICAN GREETINGS CORP [AM]

4. Relationship of Reporting Person(s) to Issuer

5. If Amendment, Date Original Filed(Month/Day/Year)

(Check all applicable)

Director  10% Owner  
 Officer  Other  
(give title below) (specify below)  
CEO-AG Intellectual Properties

C/O AMERICAN GREETINGS CORPORATION,Â ONE AMERICAN ROAD

(Street)

CLEVELAND,Â OHÂ 44144

(City) (State) (Zip)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)

2. Amount of Securities Beneficially Owned (Instr. 4)

3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)

4. Nature of Indirect Beneficial Ownership (Instr. 5)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)

2. Date Exercisable and Expiration Date (Month/Day/Year)

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable

Expiration Date

Title

Amount or Number of

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|   |            |            |                            | Shares  |          |   | or Indirect<br>(I)<br>(Instr. 5) |   |
|---|------------|------------|----------------------------|---------|----------|---|----------------------------------|---|
| Non-Qualified Stock Option (right to buy) | 01/27/2004 | 01/27/2013 | Class A<br>Common<br>Stock | 10,500  | \$ 13.52 | D |                                  | ^ |
| Non-Qualified Stock Option (right to buy) | 09/29/2004 | 09/29/2013 | Class A<br>Common<br>Stock | 119,570 | \$ 19.81 | D |                                  | ^ |
| Non-Qualified Stock Option (right to buy) | ^ (1)      | 05/03/2014 | Class A<br>Common<br>Stock | 7,700   | \$ 20.51 | D |                                  | ^ |
| Non-Qualified Stock Option (right to buy) | ^ (2)      | 05/16/2015 | Class A<br>Common<br>Stock | 7,000   | \$ 24.73 | D |                                  | ^ |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                  |       |
|--|---------------|-----------|----------------------------------|-------|
|  | Director      | 10% Owner | Officer                          | Other |
| Mandelbaum Josef<br>C/O AMERICAN GREETINGS CORPORATION<br>ONE AMERICAN ROAD<br>CLEVELAND, OH 44144 | ^             | ^         | ^ CEO-AG Intellectual Properties | ^     |

## Signatures

By: Christopher W. Haffke, Power of Attorney For: Josef Mandelbaum 03/09/2006

^Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This option became exercisable with respect to 3,850 shares on May 3, 2005, and will become exercisable with respect to the remaining 3,850 shares on May 3, 2006.
- (2) This option will become exercisable with respect to 3,500 shares on May 16, 2006, and with respect to the remaining 3,500 shares on May 16, 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.