

Edgar Filing: AMERICAN GREETINGS CORP - Form 8-K

AMERICAN GREETINGS CORP  
Form 8-K  
December 23, 2004

=====

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 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) December 23, 2004

AMERICAN GREETINGS CORPORATION

-----  
(Exact name of registrant as specified in Charter)

Ohio	1-13859	34-0065325
----- (State or other jurisdiction of incorporation or organization)	----- (Commission File Number)	----- (I.R.S. Employer Identification No.)

One American Road, Cleveland, Ohio	44144
----- (Address of principal executive Offices)	----- (Zip Code)

(216) 252-7300

-----  
Registrant's telephone number, including area code

Not Applicable

-----  
(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 (see General Instructions A.2. below):

- 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 2.02 Results of Operations and Financial Condition.

On December 23, 2004, American Greetings Corporation (the "Corporation") issued a press release reporting its results for the quarter ended November 30, 2004. A copy of this press release is attached hereto as Exhibit 99(a).

## Edgar Filing: AMERICAN GREETINGS CORP - Form 8-K

The information in this Current Report on Form 8-K (including the exhibit attached hereto) is being furnished under Item 2.02 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 a filing.

Item 9.01 Financial Statements and Exhibits.

c) Exhibits.

Exhibit 99(a) - Press Release - Reporting Results for the Quarter Ended November 30, 2004.

### SIGNATURE

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

By /s/ Joseph B. Cipollone

-----  
Joseph B. Cipollone  
Vice President  
Corporate Controller  
Chief Accounting Officer

December 23, 2004

### EXHIBIT INDEX

Exhibit No.	Description
99(a)	Press Release - Reporting Results for the Quarter Ended November 30, 2004.