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AMERICAN GREETINGS CORP
Form 8-K
July 30, 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) July 30, 2004

1-13859
Commission File Number

AMERICAN GREETINGS CORPORATION
(Exact name of registrant as specified in Charter)

Ohio
(State or other jurisdiction of

incorporation or organization)

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

One American Road, Cleveland, Ohio

(Address of principal executive Offices)

44144

(Zip Code)

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

ITEM 9. Regulation FD Disclosure.

The Company issued a press release on July 30, 2004 announcing that it had entered into an agreement to sell its subsidiary, Magnivision, Inc., a copy of the press release is furnished as Exhibit 99 to this Form 8-K.

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

By: /s/ Catherine M. Kilbane

Catherine M. Kilbane
Senior Vice President
General Counsel
Secretary

July 30, 2004

EXHIBIT INDEX

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Press release dated July 30, 2004