



1145 Sunrise Greetings Court • Bloomington, Indiana 47404
800-457-4045 • 812-336-9900 • Fax 812-330-9162 • www.sunrisegreetings.com

May 15, 2012

VIA EMAIL (warn-notice@dwd.in.gov) AND OVERNIGHT MAIL

Mickey Kinder, Supervisor, Dislocated Worker Unit
Indiana Department of Workforce Development
Dislocated Worker Unit
10 North Senate Avenue
Indianapolis, IN 46204-2277

Re: Notice of Plant Closure Pursuant to the Worker Adjustment and Retraining
Notification Act of 1988, 29 U.S.C. §§ 1201, *et seq.*

Dear Mr. Kinder:

As has recently been announced, Sunrise Publications, Inc. (“Sunrise Greetings” or “Sunrise”) is ceasing operations in Bloomington, Indiana and moving operations associated with the Sunrise brand to the headquarters of its parent company, Hallmark Cards, Incorporated (“Hallmark”), in Kansas City, Missouri. As a result, and pursuant to the Worker Adjustment and Retraining Notification Act of 1988, 29 U.S.C. §§ 1201, *et seq.* (“WARN”), I am writing to inform you that, later this year, Sunrise will be closing its headquarters and distribution facility located at 1145 Sunrise Greetings Court, Bloomington, Indiana 47404 (the “Bloomington Facility”), and terminating the employment of the 93 Sunrise employees currently based in Bloomington. The entire Bloomington Facility will be closed. The plant closure and the resulting layoffs are expected to be permanent in nature, although employees may apply for open positions with Hallmark and its affiliated and subsidiary companies in the Kansas City area, including any job openings associated with the Sunrise brand.

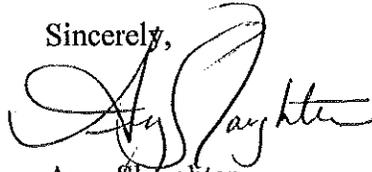
Sunrise anticipates that layoffs at the Bloomington Facility will occur in phases, beginning on July 20, 2012. Enclosed with this letter is a listing of job titles of the affected positions, which listing represents all Sunrise employees currently based in Bloomington, the number of affected employees in each job title, and the anticipated schedule of employee separations. The anticipated termination dates reflected on the enclosed listing are subject to and may change based upon business need. In addition to those job titles included on the attached listing, Sunrise anticipates that its nine (9) field employees (USPS Business Evaluation Coordinators) located outside of the Bloomington area will be offered a comparable position with Hallmark or one of its subsidiary or affiliated companies later this year and therefore will not experience an employment loss.

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All affected employees have been or will be provided at least 60 days' notice of their termination dates, as required by WARN. None of the affected employees are represented by a union, and none are entitled to bumping rights pursuant to a collective bargaining agreement or otherwise.

For further information, please contact me at aslaught@sunrisegreetings.com, (812) 336-9900, extension 2888, or the address in the signature block below.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Slaughter". The signature is fluid and cursive, with the first name "Amy" written in a larger, more prominent script than the last name "Slaughter".

Amy Slaughter
Vice President, Customer & Employee Support Services
Sunrise Greetings
1145 Sunrise Greetings Court
Bloomington, IN 47404
(812) 336-9900, ext. 2888 (direct)
aslaught@sunrisegreetings.com

Enclosure

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bcc: Homer Kay (*via email*)
Susan Hare (*via email*)
Bill Wilkinson (*via email*)
Linda Woofter (*via email*)
Nancy Fletcher (*via email*)
Theresa Shepard (*via email*)
Erin Kobler (*via email*)
Judy Spencer (*via email*)

**SUNRISE BLOOMINGTON FACILITY
LISTING OF JOB TITLES AND ANTICIPATED TERMINATION DATES
AS OF MAY 15, 2012**

Job Title	Number of Affected Employees	Anticipated Termination Date
Art Director	2	7/20/2012
Associate Product Manager	2	7/20/2012
Consumer Marketing Manager	1	7/20/2012
Creative Technical Planner	1	7/20/2012
Digital Studio Manager	1	7/20/2012
Pre Production Technician	1	7/20/2012
Production Artist	1	7/20/2012
Production Designer	2	7/20/2012
Sr. Associate Product Manager	1	7/20/2012
Accountant	1	8/10/2012
Administrative Assistant (HR)	1	8/10/2012
Art Director	1	8/10/2012
Business Development Representative	2	8/10/2012
EDI Analyst	1	8/10/2012
Financial Analyst	1	8/10/2012
Info Tech Support Specialist	1	8/10/2012
Inventory Controller	1	8/10/2012
Key Account Planning Analyst	1	8/10/2012
National Account Manager	2	8/10/2012
On-Call Specialist (Visual Merch)	1	8/10/2012
Oracle Project Lead	1	8/10/2012
Oracle Project Specialist	1	8/10/2012
Independent Retail Specialist	5	9/14/2012
Key Account Planning Analyst	1	9/14/2012
Program Logistics Director	1	9/14/2012
Sales & Service Team Lead	1	9/14/2012
Sales Manager - Independent & Regional Accounts	1	9/14/2012
Web Communications Designer	1	9/14/2012
Customer Service Representative	3	10/12/2012
USPS Business Analyst	1	10/12/2012
USPS Inventory Controller	1	10/12/2012
USPS Outbound Service Representative	6	10/12/2012
USPS Outbound Team Lead	1	10/12/2012

Job Title	Number of Affected Employees	Anticipated Termination Date
USPS POSR Coordinator	1	10/12/2012
USPS Procurement Specialist	1	10/12/2012
USPS Program Manager	1	10/12/2012
USPS Retail Execution Manager	1	10/12/2012
Accounting Manager	1	12/14/2012
Business Analyst	1	12/14/2012
Credit & Collection Representative	1	12/14/2012
Customer Service Administrator	1	12/14/2012
Customer Service Manager	1	12/14/2012
Distribution Manager	1	12/14/2012
Distribution Safety & Facilities Director	1	12/14/2012
Executive Assistant	1	12/14/2012
Maintenance Technician	2	12/14/2012
Material Handler	5	12/14/2012
National Account Coordinator	1	12/14/2012
Oracle Project Specialist	2	12/14/2012
Order Prep Manifest Clerk	2	12/14/2012
Order Selector	8	12/14/2012
Product Data Coordinator	1	12/14/2012
Receiving Clerk	1	12/14/2012
Receptionist	1	12/14/2012
Sales & Service Project Specialist	1	12/14/2012
Shipping Specialist	1	12/14/2012
Sr. Accountant	1	12/14/2012
Sr. Inventory Controller	1	12/14/2012
Systems Administrator	1	12/14/2012
Talent Acquisition & Development Specialist	1	12/14/2012
VP Customer & Employee Support Services	1	12/14/2012
VP Information Technology & Business Services	1	12/14/2012
Warehouse Specialist	1	12/14/2012
TOTALS	93	