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THE MICHAELS COMPANIES

Michaels Partners with Cricut to Exclusively Launch the Cricut Infusible Ink™ System Which Brings Professional Level Personalization to the Home

All-new Cricut Infusible Ink family of products available exclusively at all Michaels locations and on Michaels.com starting June 21 through October 1, 2019

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ: MIK) today with Cricut, Inc. announce the upcoming availability of Infusible Ink™, an all-new system of Cricut products that brings commercial-level, permanent heat-transfer effects to the consumer do-it-yourself (DIY) space. The Infusible Ink system makes it possible to create a variety of professional-level, richly colored, personalized heat transfer projects right at home. The new family of products will be exclusively available only at Michaels starting Friday, June 21 through October 1, 2019.

This press release features multimedia. View the full release here:
https://www.businesswire.com/news/home/20190604005563/en/

Personalized and Infusible Ink Shirts (Photo: Business Wire)

DIYers using the Infusible Ink system will create projects that are seamlessly smooth and truly permanent. Unlike the heat transfer vinyl process, where artwork is attached on top of a base material using adhesive, an Infusible Ink transfer becomes one with the material itself. The results are bright, beautiful, professional-quality transfers without seams or edges that are astonishingly smooth to the touch. Because the ink is actually infused into the compatible base, every transfer becomes peel-proof, flake-proof and wash-proof.

“We are thrilled to partner with Cricut to launch this innovative and powerful new system of DIY products that truly elevates the potential of handmade,” said Laura Denk, Senior Vice President Merchandising, The Michaels Companies. “We’ve partnered with Cricut for a number of years now and have witnessed the astounding popularity of their machines alongside the ongoing trend of personalization. Cricut products enable customers to personalize just about anything. As the

leader in the arts and crafts space, Michaels is committed to making it easier, both in stores and online, for our customers to bring their vibrant, vivid inspirations to life."

The Infusible Ink system includes Infusible Ink Transfer Sheets in a variety of solid colors and patterns, and Infusible Ink Pens and Markers to design custom transfer sheets. A growing list of compatible Infusible Ink blanks includes T-shirts, baby bodysuits, tote bags and coasters. Simply choose a compatible Infusible Ink blank, use a Cricut machine to cut designs with Infusible Ink products, and apply heat with the Cricut EasyPress 2.

- **Infusible Ink Transfer Sheets:** Infusible Ink Transfer Sheets come in both solid and patterned designs, each of which infuse vibrant color into the Infusible Ink compatible blanks.
- **Infusible Ink Pens & Markers:** The Infusible Ink Pens & Markers allow you to use your Cricut cutting machine to draw a unique Infusible Ink design to transfer to a compatible blank; you can even create a design with your own handwriting and upload to Design Space to draw!
- **Cricut Maker® & Cricut Explore Air™ 2:** Infusible Ink works with both Cricut Maker and Cricut Explore family of machines. Cricut's state-of-the-art smart cutting machines can cut hundreds of materials, including paper, vinyl, leather, and fabric.
- **Cricut EasyPress® 2:** Cricut EasyPress 2 is equipped with an advanced edge-to-edge heat plate that evenly heats up to 400° for flawless transfers every time. Cricut EasyPress 2 is easy to learn, simple to use, lightweight, portable, and easy to store.

"We developed Infusible Ink to bring professional-level projects and personalization to makers of all levels," said Ashish Arora, CEO of Cricut. "At Cricut, our goal is to pave the way for people to live their most creative lives. The vibrancy of color, permanence of design, and enduring quality of Infusible Ink is our latest innovation for this passionate and talented community. We're thrilled to have Michaels as our exclusive partner in bringing this system to DIYers everywhere."

Michaels is renovating its in-store technology department, doubling the footprint and increasing product assortment by 49 percent. Makers will be able to find an expanded and interactive Cricut display with a new selection of machines, tools, accessories and surface materials to choose from at the more than 1,200 Michaels stores across the United States and Canada. As the inventor of the smart cutting machines category, Cricut offers industry-leading Cricut Maker® and Cricut Explore® machines and Design Space® software to help people everywhere live creative lives by providing the tools they need to make beautiful, high-quality DIY projects quickly and easily. From cards to custom T-shirts to home décor, Cricut makes it easy to realize your creative vision. Design on the go on your laptop, iPad®, or iPhone®. Browse and play with thousands of images, fonts, and ready-to-make projects or create your own design from scratch. This fun, easy-to-learn machine will surprise you with its versatility and performance.

To learn more, shop the new products, or find a Michaels store near you, visit https://www.michaels.com/infusibleink.

About The Michaels Companies, Inc.:

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for Makers and do-it-yourself home decorators. The Company operates more than 1,200 Michaels stores in 49 states and Canada. Additionally, the Company serves customers through a variety of digital platforms including Michaels.com, consumercrafts.com and aaronbrothers.com. The Michaels Companies, Inc. also owns Artistree, a manufacturer of high quality custom and specialty framing merchandise, and Darice, a premier

wholesale distributor in the craft, gift, and decor industry. For a list of store locations or to shop online, visit www.michaels.com or download the Michaels app.

About Cricut:

Cricut® is the leader in creative technology for makers, a company dedicated to helping people live their most creative lives by providing the tools they need to make beautiful, high-quality DIY projects with ease. The inventor of the smart cutting machines category, Cricut offers the Cricut Maker® complete with its Adaptive Tool System, opening up endless project possibilities, and the industry-leading Cricut Explore® machines. The company also designs and manufactures a family Cricut EasyPress® products, a variety of crafting accessories, a diverse range of vinyl, iron-on, and other materials, and Design Space® software for laying out designs, which gives consumers access to a huge library of project content. Cricut product can be found at most major craft stores, other retailers, and online. Learn more at cricut.com.

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