

Michaels Unveils Two New Test and Learn Concept Stores in Texas

Arts and Crafts retailer introduces enhanced shopping experience complete with new in-store layout, inspiration hubs, and an innovative checkout design

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc., (NASDAQ: MIK) North America's largest arts and crafts retail chain, recently transformed two existing hometown retail locations as part of a larger strategy to re-imagine the optimal maker shopping experience. Customers in the North Texas suburbs of McKinney and Plano can expect an entirely new look and feel when they visit their local store.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20200909005259/en/>

Fall Floral Market (Photo: Business Wire)

“At Michaels, we are here for the Maker and the launch of our new

concept stores is another way we are creating a more immersive and impactful experience for them,” says Ron Stoupa, Senior Vice President of Marketing. “We are committed to testing and learning all we can around the wants and needs of our customers so we can provide the most engaging store experience.”

New store design includes concrete floors, updated signage and lower fixturing that allow customers to easily view and navigate our full store selection. To foster an environment of creativity, the concept stores also offer inspiration and trend hubs in the fine art, kids, seasonal and custom framing department. Within each hub, customers can now touch and feel product prior to purchase in new ways such as creating their own floral arrangement on our floral table or trying out our markers in the fine art hub. The stores also include a newly launched “maker space”; dedicated square footage that encourages makers to take classes, watch an instructor-led project on display screens in the space, or simply use the space and supplies-all free of charge. The newly updated checkout system leverages advanced technology to facilitate shop and scan capabilities and is designed to serve as additional storage for curbside, delivery, and buy online pick up in store orders.

All concept store community features will follow CDC safety guidelines and recommendations for use and are subject to the enhanced cleaning procedures and in-store social distancing introduced in response to the COVID-19 pandemic.

The McKinney location [1751 N Central Expy Bldg B, McKinney, TX 75070] first opened in March 2020, and grand opening for Plano [8700 Preston Rd Ste 107, Plano, TX 75024] will be held on September 12 and include in-store giveaways and raffles for customers, pre-kitted crafts and gift card hand-outs.

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 1,270 Michaels stores in 49 states and Canada. Additionally, the

Company serves customers through a variety of digital platforms including Michaels.com, Canada.michaels.com, consumercrafts.com and aaronbrothers.com. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high-quality custom and specialty framing merchandise. For a list of store locations or to shop online, visit www.michaels.com or download the Michaels app.

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Mallory Smith

PR Manager

972-409-5244

mallory.smith@michaels.com

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