

Michaels Launches New Website for the Makers of Canada

Customers in Canada Can Now Easily Browse, Order, Ship or Pick up in Store Over 22,000 Items Including Art Supplies, Home Décor Essentials and More at Michaels.ca

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ: MIK), today announces the official launch of its [new e-commerce website](#) designed to provide online shoppers in Canada with a frictionless digital shopping experience. From the aisles of Michaels, to the click of a mouse, customers can for the first time browse and shop North America's largest selection of arts, crafts, framing, floral, wall décor and seasonal merchandise for the maker, all online, 24 hours a day.

The new website offers an easy, convenient online shopping experience, allowing customers to view products and check whether items are in stock from the comfort of their homes, saving valuable time before making a trip to the nearest Michaels store. Makers can also purchase their much-needed items at [Michaels.ca](#) and opt to have them either shipped directly to their door or set aside and made available for pick up at the store of their choice later that same day.

"Our Canadian customers have been asking us for years for a digital solution that puts the traditional Michaels shopping experience they know and love right at their fingertips," said Steve Carlotti, Michaels EVP of Marketing. "With the ability to now check pricing, inventory and even select your shipping or pick up preferences, we're giving all the makers out there a better, easier and more simplified option to fill their carts without ever having to leave the house."

Michaels convenient "Buy Online, Pick Up in Store" option now available across Canada allows customers to shop for eligible items online, select their nearest store, then enjoy free same-day pick up after checkout. All Michaels products purchased online – whether shipped or picked up in store – are also eligible for free returns at any Michaels location nationwide.

Customers can also earn exclusive offers and perks when they sign up for Michaels Rewards in-store, online or via the Michaels app.

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 owns and operates more than 1,250 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.

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