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THE MICHAELS COMPANIES

Michaels Announces Debut Of Gypsy, A Portable Design Studio

'Gypsy' pre-sales starts August 15 for handheld design technology

IRVING, Texas, Aug. 12 /PRNewswire/ -- Michaels, North America's largest arts and crafts specialty retailer, announces the in-store debut this fall of Gypsy by Provo Craft, a portable design studio that allows users to create unique scrapbook pages, greeting cards and invitations anywhere without a computer.

Measuring just a little over 8 inches long and weighing around 11 ounces, the portable Gypsy allows crafters to create, size, rotate, preview and store up to 10,000 custom designs. Michaels will be the first store to offer Gypsy beginning October 4, 2009. Michaels will be accepting pre-orders beginning on August 15.

"Moms are busy in the fall with the new school year, kids' sports and the upcoming holidays, so Gypsy will help them multitask. They can design their projects wherever, whenever," said Philo Pappas, Michaels Executive Vice President of Category Management. "This exciting, innovative device is perfect for the many on-the-go moms we hear from who wish they had more time to spend creating and crafting."

The Gypsy can operate for four hours continuously on its rechargeable battery. The backlit screen allows for use in low light conditions for designing anywhere. Gypsy is compatible with all Cricut custom paper cutting machines and stores thousands of images from your Cricut cartridges.

When connected to a Cricut, Cricut Create or Cricut Expression machine, Gypsy allows designs to be cut without the user having to switch out cartridges, saving time and making every project simpler to create. Michaels craft specialists will demonstrate the Gypsy at all U.S. and Canada stores on Sunday, October 11 and Sunday, October 25.

Gypsy comes with two exclusive Cricut cartridges pre-loaded: Gypsy Font and Gypsy Wanderings. A line of accessories will be immediately available including skins, stylus, lanyards, power supply, and vehicle power supply. For more information, go to www.michaels.com/gypsy

About Michaels

Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall decor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates over 1000 Michaels stores in 49 states and Canada and over 150 Aaron Brothers stores.

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