

# Michaels Launches National Loyalty Program

## New Rewards Program Designed to Elevate Customer Experience Through Tailored Offers and Exclusive Benefits

IRVING, Texas, July 11, 2016 (GLOBE NEWSWIRE) -- North America's largest arts and crafts specialty retailer, Michaels, today unveiled a new, free loyalty program designed to deliver exciting and customized benefits for Michaels' customers. As part of the new, experience-focused program, [Michaels Rewards](#), customers will receive member-only offers tailored to their interests, receipt-free returns, access to exclusive in-store and partner experiences as well as advanced notice and preview shopping hours for special events, all without a point or purchase level requirement.

"At Michaels, we are focused on strengthening our relationship with our customers and improving their overall shopping experience," said Steve Carlotti Executive Vice President of Marketing. "This program not only further deepens our focus on customer engagement but it will provide valuable data to help us tailor our customer communications and promotions more effectively."

Today, customers nationwide can sign up for the *Michaels Rewards* program in any Michaels store in North America or online. There is no cost to customers to join the program. To celebrate the launch of the program, Michaels Rewards members will have the chance to win one of 1,000 \$100 gift cards.

The new loyalty program is focused on the Michaels experience, and members will enjoy member-only events to meet and mingle with other like-minded makers while also enjoying special shopping hours. Members will be the first to know about big sales with early alerts and will be able to utilize receipt-free returns. In addition to access to exclusive and tailored deals and department-specific coupons for Michaels, loyalty members will also receive member-only offers from other special partners.

To learn more about the Michaels Loyalty Rewards Program and to sign up for free today to get started with savings please visit [www.michaels.com/rewards](http://www.michaels.com/rewards).

### 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 the hobbyist and do-it-yourself home decorator. As of April 30, 2016, the Company owned and operated 1,352 stores in 49 states and Canada under the brands Michaels, Aaron Brothers, and Pat Catan's. 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 gift and decor industry. The Michaels Companies, Inc. produces a number of exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart®, Loops & Threads®, Make Market®, Foamies®, LockerLookz®, and Sticky Sticks®. Learn more about Michaels at [www.michaels.com](http://www.michaels.com).

Contact:

Julia Young

ICR Inc.  
[julia.young@icrinc.com](mailto:julia.young@icrinc.com)  
646-277-1280



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