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THE MICHAELS COMPANIES

Handmade Holidays at Michaels

Survey says customers plan to save money with do-it-yourself gifts and decor this year

IRVING, Texas, Nov. 3 /PRNewswire/ -- Consumers continue to look to do-it-yourself projects to stretch their budgets this holiday season, according to a new survey from Michaels, North America's largest arts and crafts specialty retailer.

Sixty-five percent of respondents in the poll, conducted in October 2009, said they plan on making gifts this year, up from 58 percent who said they would make gifts last year. More than half said they plan to spend less this holiday season, and the reason may not be just savings - 87 percent said they think handmade gifts are more meaningful.

To help customers get great results on their holiday gift and decor projects, all U.S. and Canada Michaels stores will host free weekly workshops and launch corresponding how-to webisodes at Michaels.com throughout November and December. Both feature easy, affordable ideas for making the holidays special regardless of budget.

"Michaels customers will find plenty of holiday inspiration and savings with our weekly projects, in-store events and webisodes," said Michaels General Manager of Strategic Marketing John Rowe. "With a little creativity and help from Michaels, anyone can make their own holiday decorations and gifts from the heart that their friends and loved ones will enjoy."

Holiday workshop and webisode projects include a jolly do-it-yourself snowman wreath, a festive countdown calendar, a personalized ornament and gifts that kids can make. Events begin November 7 and end with a special New Year's Eve project on December 26.

Because more people plan to make handmade gifts this year, Michaels launches its first ever "Handmade Holiday Contest" on November 1, with two \$100 gift cards awarded every week through December 20. Customers can upload photos of their handmade gifts at Michaels.com, and website visitors can vote on their favorite entries. Two grand prize winners will be selected; the grand prize winners for "Best Creative Project" and for "Best Creative Project under \$20" will each get a \$250 gift card and a trip for two to New York City.

About Michaels

Irving, Texas-based 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. For more information visit www.Michaels.com.

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