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THE MICHAELS COMPANIES

Economy Won't Spook Halloween Celebrations

Michaels survey says consumers plan to enjoy parties, treats and decor

IRVING, Texas, Oct. 1 /PRNewswire/ -- Halloween is one of America's favorite holidays, and this year the economy won't scare people away from celebrating, according to a new customer survey from Michaels, North America's largest arts and crafts specialty retailer.

Ninety-two percent of those surveyed said they plan to celebrate the holiday, which falls on Saturday this year. Sixty percent said they will hand out candy and 49 percent will host or attend a Halloween party or other event.

"It's clear that people are looking forward to celebrating Halloween this year regardless of budget," said Michaels Executive Vice President of Merchandising Philo Pappas. "Michaels has plenty of affordable ideas for parties, decor, costumes and treats, as well as free activities in our stores, to help our customers enjoy Halloween."

Michaels introduces a Halloween-only section of its website at www.michaels.com/halloween, filled with hundreds of ideas and instructions for creating spook-tacular decorations, party themes and costumes, including a replica of the iconic Michael Jackson "Thriller" jacket made out of Duck Tape.

More Halloween inspiration can be found in three new how-to webisodes featuring Jo Pearson, Michaels creative expert, on www.WhereCreativityHappens.com. Viewers can learn to make a pumpkin birdcage, an eerie etched glass vase and an easy owl costume for kids.

Customers can trick their treats with entertaining accessories from Michaels, like Halloween baking molds to create creepy cupcakes and candies. Skull ice molds and eyeball drink stirrs add extra chills to Halloween punch, especially when served from a witch's cauldron into a skeleton goblet. Glowing lights, window clings and yard decor set the stage for a frighteningly fun Halloween party.

Halloween fun is in store at all Michaels locations throughout October. Festivities include the Great Pumpkin Event on October 10 from 10 a.m. to 1 p.m. where the whole family can create unique craft pumpkin jack-o-lanterns. On October 25 from 1 to 3 p.m., all Michaels stores will host a free Halloween T-shirt demo and an adult mask-making demonstration. From 10 a.m. until noon on October 31, kids can make a free trick-or-treat pail, a Halloween picture frame and enjoy other free activities.

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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Media Contact: Kristen Kauffman or Alexandra Elliott
(817) 329-3257
Kristen@spmcommunications.com
Alexandra@spmcommunications.com

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