

July 9, 2009

THE MICHAELS COMPANIES

# Michaels Offers Tips for Preserving Michael Jackson Memorabilia

IRVING, Texas, July 9 /PRNewswire/ -- Michael Jackson fans are pulling out old albums, posters, concert tickets and other memorabilia and are collecting new keepsakes to remember and celebrate the King of Pop.

Michaels, the nation's largest custom framer, offers these tips for preserving and displaying memorabilia to last for generations to come:

- Mount photos and paper memorabilia on acid-free paper
- Use acid-free glue and tape to mount items
- Use glare-free conservation glass to prevent fading caused by the sun's UV rays
- Group smaller items around your treasured piece to create a larger display

"Unprotected memorabilia such as concert programs, album covers and especially autographed photos will deteriorate quickly without proper preservation," said Michaels President and Chief Operating Officer Shelley Broader. "Framing old souvenirs or new ones like magazine covers and newspapers will create personalized, treasured mementos for years to come."

Michaels framing specialists recommend specific materials like preservation mats and mounting boards that protect your memorabilia from air pollution, acids and deterioration. These are the same products used by museums to preserve historic documents. The use of special conservation glass shields your items from damaging UV rays to make sure keepsakes will last for decades without fading or yellowing.

Other Michaels framing options include album cover frames and shadow boxes that are available in various sizes to protect and display smaller items such as ticket stubs, backstage passes and concert pins.

## *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. For more information visit [www.michaels.com](http://www.michaels.com)

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