

May 3, 2007

THE MICHAELS COMPANIES

MultiVu Video Feed: MICHAELS REINVENTS PAPER-CRAFTING DEPARTMENT

Michaels Stores, Inc., the largest specialty retailer of arts and crafts, unveiled more than 4,000 new paper-crafting products - including an exclusive line of Martha Stewart Crafts(TM) items - in more than 900 locations in the United States and Canada. The expansion of the department capitalizes on the growing \$30 billion national craft industry.

Michaels' innovative product assortment, customized service and educational classes inspire customers - from the novice to the most experienced. The company offers more than 40,000 products throughout its stores, including apparel crafts, bakeware, beading and jewelry making, fine art, floral, framing, general crafts, home decor, kids' crafts, paper crafts, seasonal crafts, wedding, and yarn and needle crafts.

Michaels' customers are avid scrapbookers, paper crafters or card makers, and this reinvention extends the company's commitment to providing an innovative selection. The new paper-crafting department offers merchandise for every gift giver, hostess and cropper with varieties of ribbons, stamps, albums, papers, embellishments and more.

The extension of the paper-crafting department and the partnership with Martha Stewart Crafts coincides with Michaels' first-ever national marketing program, designed to inspire creativity under the Imaginatesm Themeline.

SATELLITE FEEDS:

Thursday, May 3rd, 2007

1:00 PM - 1:15 PM ET

Galaxy 26

C-Band

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Downlink Freq. 4040 Vertical

Tuesday, May 8th, 2007

1:30 PM - 1:45 PM ET

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NEWS: Michaels Stores, Inc. Reinvents Paper-Crafting Dept. Adding Martha Stewart Line

FORMAT: B-Roll

ADDITIONAL RESOURCES: Video, contact information and more available at: <http://www.prnewswire.com/broadcast/27533/press.html>

SOUNDBITES:

* Martha Stewart

* David Abelman, Senior Vice President, Michaels Stores, Inc.

* Hannah Milman, Editorial Director, Crafts, Martha Stewart Omnimedia

B-ROLL INCLUDES:

* Michaels Stores, Int., Ext.

* Hannah Milman using crafting products

VIDEO PROVIDED BY: Michaels Stores, Inc.

Contact: FOR MORE INFORMATION, PLEASE CALL: MultiVu Media Relations, 1-800-653-5313
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