

# The Michaels Companies, Inc. Launches New Online Custom Framing Business

## Framerspointe.com To Offer High Quality Framing Services with the Click of a Button

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ:MIK), North America's largest specialty arts and crafts provider, announces the launch of Framerspointe.com, a quick and easy way to digitally design and purchase custom framing. The new online destination for framing needs will marry trend-right designs and superior craftsmanship at competitive prices with an easy to navigate shopping experience.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171025005360/en/>



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(Photo: Business Wire)

“Framerspointe.com will offer customers a terrific assortment of high quality, trend-right custom framing options online,” said Steve Carlotti, Executive Vice President – Marketing. “The Michaels Companies has been a leader in the custom framing business since 1976, and has been trusted with framing more than 20 million customer memories. Bringing our industry

leading framing to ecommerce is a natural step, and will allow us to provide more consumers with an affordable, interactive, easy shopping experience.”

Launched earlier this month, [www.framerspointe.com](http://www.framerspointe.com), has more than 40 mouldings, various décor surfaces like chalkboard and cork, and a library of more than 7,000 popular art images. Customers can also easily upload, edit, and print photos from their computer or social websites like Facebook or Instagram. They can then select the desired size, surface, frame, and mat and have it delivered all starting at just \$39.

All custom frames sold on Framerspointe.com will be made in the USA by Artistree, a manufacturer of high quality custom and specialty framing merchandise wholly owned by The Michaels Companies, Inc.

### About The Michaels Companies, Inc.:

A Fortune 500® Company, 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 July 29, 2017, the Company owned and operated 1,366 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 craft, gift and decor industry. The Michaels Companies, Inc. produces a number of private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, ArtMinds®, Artist's Loft®, Craft Smart®, Loops & Threads®, Make Market®, Foamies®, LockerLookz®, Imagin8®, and Sticky Sticks®. Learn more about Michaels at [www.michaels.com](http://www.michaels.com).

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