

March 18, 2014

THE MICHAELS COMPANIES

Life's A Beach At Michaels With New Kinetic Sand

Arts and crafts store to carry hot new shaping and molding toy

IRVING, Texas, March 18, 2014 /PRNewswire/ -- [Michaels](#) will carry the newest craze in kids crafting when it rolls out Kinetic Sand at all its U.S. stores in March.

Kinetic Sand (\$17.99 for a 2-pound package) looks and feels like actual sand and can be molded, shaped, squished, packed and poured, yet is easy to clean up because it only sticks to itself. The unique compound is made with 98 percent sand and 2 percent polymer.

"Kinetic Sand is one of those products people will buy for their kids but end up playing with themselves – it's just fascinating the way it moves," said Michaels Executive Vice President – Merchandising Philo Pappas. "There are endless ways to shape and mold the product for hours of fun, and then when you're done, cleanup is a snap."

Kinetic Sand can also be therapeutic and educational. Kids can work on fine motor skills as they shape and squish the sand, and adults will find soothing stress relief – like a day at the beach – as they work Kinetic Sand through their fingers.

Michaels will introduce additional Kinetic Sand products in the coming months, including colored sand and accessories to provide new ways to play with Kinetic Sand.

For more information on Kinetic Sand or other kids craft products, go to www.michaels.com.

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 more than 1,135 Michaels stores in 49 states and Canada and 122 Aaron Brothers stores, and produces 11 exclusive private brands

including Recollections[®], Studio Decor[®], Bead Landing[®], Creatology[®], Ashland[®], Celebrate It[®], Art Minds[®], Artist's Loft[®], Craft Smart[®], Loops & Threads[®] and Imagin8[®]. For more information visit www.michaels.com or www.facebook.com/Michaels or follow Michaels on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

Media Contact: Megan Duran or Loren Rutledge
817-329-3257
Michaels@spmcommunications.com

Video - <https://www.youtube.com/watch?v=vouVaUxSWpU&feature=share&list=UU6bJQnCG4sGeffyTY2oqQoQ&index=1>

SOURCE Michaels Stores, Inc.