

# Michaels to Expand Into Quebec in Fall 2012

## North America's largest arts & crafts retailer to open seven Montreal-area stores

IRVING, Texas, Feb. 16, 2012 /PRNewswire/ -- Michaels, North America's largest arts and crafts specialty retailer, announces its expansion into Quebec with seven stores to open in the greater Montreal area in fall 2012. The move will put Michaels stores in all 10 of Canada's provinces.

Michaels currently operates 88 stores in Canada, and sees entering the Quebec market as a natural progression in the company's Canadian growth.

"Opening seven stores in a single year makes a strong statement that we are committed to Quebec," said Michaels CEO John Menzer. "We have taken a lot of time carefully preparing to enter this unique market to ensure we do it right with respect to the language and culture."

Michaels opened its first Canadian store in 1993 in Oakville, Ontario. In 2010, the company opened its Canadian headquarters, located in Toronto, and opened eight stores throughout Canada.

"Canada has embraced Michaels as a destination for creativity, inspiration and supplies for all kinds of DIY projects," said Michaels Canada President Tom Making. "We understand we have to adapt our approach for Quebec, not only commercially, but also culturally, and our in-store experience, branding and marketing will reflect that."

The company tagline, Where Creativity Happens, will be translated for the Quebec market as *Tout pour vos projets creatifs*. The company will announce store locations and opening dates later this year.

### 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 1,060 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™.

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