

Michaels Names Newell Brands 2018 Partner of the Year

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ: MIK) today announced that Newell Brands (NYSE:NWL) has been named 2018 Partner of the Year. Each year at the Company's Partner Summit, the Michaels Companies recognizes its top vendor partners for innovation, customer focus, collaboration, and commercial excellence.

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

<https://www.businesswire.com/news/home/20181030005604/en/>



Pumpkin Slime (Photo: Business Wire)

“Newell Brands has set the standard for excellence in partner collaboration, and we are excited to honor them as our 2018 Partner of the Year,” said Idalia Farrajota, Senior Vice President, Merchandising and Trend. “As a valued partner, Newell Brands continues to bring us an arsenal of innovative, quality products for our customers, supporting our continued leadership in the creativity space.”

“We are honored to be awarded the 2018 Partner of the Year award at Michaels,” said Heather Rooney, Director of Sales at

Newell Brands. “Through our partnership, we have been able to achieve outstanding merchandising and promotional success that has delighted consumers and led them to enjoy a creative shopping experience with our products.”

The Michaels and Newell Brands partnership has evolved with the marketplace over the past several years. Working in tandem with Elmer's, a brand within Newell Brands' portfolio, Michaels has engaged more than 500,000 slimers with its extensive assortment of slime-related glues and an exciting cadence of slime-centered events in 2017. Newell Brands and Michaels also worked together to create The Marker Bar in 2018, a fully-immersive marker display providing shoppers with an experiential look at Michaels extensive Sharpie offering, with additional activations planned

in 2019.

About The Michaels Companies, Inc.:

The Michaels Companies, Inc. is North America's largest specialty provider of arts, crafts, framing, floral, wall décor, and seasonal merchandise for Makers and do-it-yourself home decorators. The Company owns and operates more than 1,200 stores in 49 states and Canada under the brands Michaels and Pat Catan's. Additionally, the Company serves customers through Michaels.com, consumercrafts.com and aaronbrothers.com. 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. For a list of store locations or to shop online, visit www.michaels.com or download the Michaels app.

About Newell Brands:

Newell Brands (NYSE: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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