

Michaels Launches Innovative Effort to Transform In-Store Classrooms into Community Making Spaces

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc. (NASDAQ: MIK) today announces the launch of MAKER Nation, a pilot educational program designed to transform Michaels classrooms into true community making spaces for instructors across the country.

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

<https://www.businesswire.com/news/home/20181113005337/en/>



Michaels pilots program designed to transform classrooms into community making spaces. (Photo: Business Wire)

Earlier this month, Michaels launched MAKER Nation in Los Angeles, Chicago, Kansas City, Northwest Florida and Salt Lake City. As another example of how Michaels is leading experiential, in-store educational programming, this innovative program will allow local instructors to develop their own classroom curriculum, make their own schedules, set their own class prices, market their own classes, and make

extra money, all within the ultimate creative environment of their local Michaels store. This new program will support local Makers and provide them with a new way to teach what they love to their community. Makers in the initial five markets are invited to visit

www.michaels.com/makernationteachers to submit their class proposal.

“We are proud to launch this exciting new pilot program which not only supports Makers by allowing them to consider Michaels classrooms as their own, but also offers a customer shopping experience that inspires creativity and builds confidence,” said Chuck Rubin, Chairman and CEO. “This is another example of the innovative approach we are taking to attract and retain more customers and to build a stronger community for Makers, both online and in-person, whether they are looking for inspiration or assistance.”

As the largest arts and crafts retail chain in North America, Michaels mission is to inspire and encourage everyone to unleash his or her inner maker. The Michaels Companies, Inc. operates more than 1,200 Michaels stores in 49 states and Canada and will host more than 185 in-store

events this year. All MAKER Nation classes will utilize Michaels products which can be purchased either in store or online, and beginning mid-November, customers will be able to sign up online to take MAKER Nation classes in the selected markets.

To learn more about the class program or to submit a proposal, visit www.michaels.com/makernationteachers.

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.

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