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THE MICHAELS COMPANIES

# Michaels Launches 'The Knack(SM)' for Children During National Craft Month

## New program encourages arts and crafts discovery for families

IRVING, Texas, March 6 /PRNewswire/ -- Michaels Stores, Inc., the nation's leading arts and crafts specialty store, is celebrating National Craft Month in March with the introduction of "The Knack(SM)" a new online and in-store program for parents and teachers to help children discover their creativity.

The name of the program comes from Michaels' belief that every child has a knack for something. The holistic arts and crafts program helps children discover what their knack is with in-store events, a monthly e-newsletter with project ideas and featured products, online project sheets that provide ideas and materials list, and seasonal events that encourage instructional play.

"Parents are looking for ways to spend quality time with their kids while also developing their children's talents and skills in a fun way," said Michaels CEO Brian C. Cornell. "The Knack will spark creativity, stimulate children's minds and offer enjoyable, affordable activities that bring families closer together."

In concert with the launch of The Knack is "The Crayola(R) Store Only at Michaels," which offers the largest assortment of Crayola in any store -- more than 250 different Crayola products including everything from the latest innovations like Color Explosion(TM) and Color Surge(TM), to Model Magic(R) modeling material and Crayola Beginnings(TM) for toddlers, to classics such as markers, pencils, and, of course, crayons -- something to inspire limitless creativity in kids of all ages.

On Saturday, March 15th, parents and their children are invited to The Knack Free Family Event at Michaels -- powered by Crayola(R) -- from 10 a.m. to 3 p.m. in all Michaels stores in the U.S. and Canada. Children will be able to create three craft projects for free, including a magic wand, a door hanger and a card to make and give to loved ones.

"Crayola and Michaels share a mission of bringing families together through creative, interactive play," said Crayola President and CEO Mark J. Schwab. "From offering the largest selection of our products, to fun events that engage families, Michaels and Crayola brings kids and creativity together under one roof."

Parents can sign up for The Knack for FREE online or in Michaels stores. Those who sign up between March 5, 2008 and April 30, 2008 will automatically be entered into The Knack(SM)/Crayola(R) Sweepstakes. Five winners will each receive approximately \$1,400 worth of Crayola products. Parents can see official rules and register at <http://www.michaels.com/theknack>.

### About Michaels

Founded in 1973, privately-held Michaels Stores, Inc. (michaels.com) is the largest specialty retailer of arts and craft supplies. With more than 950 stores in the United States and Canada, the company provides inspiration and education to customers of all ages with in-store events, classes, project sheets and more than 40,000 creative arts products.

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