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THE MICHAELS COMPANIES

# Michaels Revamps Loyalty Program to Reward Customers for Making More

## ***Michaels Rewards Program Expansion Provides Members More Ways to Earn on Purchases***

IRVING, Texas--(BUSINESS WIRE)-- The Michaels Companies, Inc., (NASDAQ: MIK) the largest arts and crafts retail chain in North America, has updated its Michaels Rewards loyalty program to reward customers in more ways.

The launch will allow Michaels Rewards members to earn rewards through specific product purchases, bonus offers and seasonal promotions. To celebrate the program update, new and existing Michaels Rewards members will earn an introductory offer of \$5 in rewards earned on a purchase of \$25 or more now through September 12, 2020. New members can sign up for Michaels Rewards online at [www.michaels.com/rewards](http://www.michaels.com/rewards) or in-store for free.

"We are constantly looking to enhance the ways we engage with our customers as we expand our digital and omnichannel capabilities," said Chief Customer Officer Vidya Jwala. "Our revamped loyalty program allows us to create long-term engagement with our Michaels Rewards members, while strengthening our relationships with the Maker community. As the program expands, we'll look to introduce even more ways for our members to earn rewards and provide more value to our community of crafters."

As the expanded program rolls out, Michaels Rewards members will begin receiving weekly Reward Specials and targeted Bonus Offers starting in September. For every \$5 in accumulated rewards, members will automatically receive a \$5 Rewards Voucher to redeem on a future purchase.

Michaels Rewards members will be able to manage their account on Michaels.com and through the Michaels app, where they will be able to activate the latest Bonus Offers, see how much they've accumulated and check out the latest weekly Rewards Specials.

### **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 operates more than 1,270 Michaels stores in 49 states and Canada. Additionally, the Company serves customers through a variety of digital platforms including Michaels.com, Canada.michaels.com, consumercrafts.com and aaronbrothers.com. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high-quality custom and specialty framing merchandise. For a list of store locations or to shop online, visit [www.michaels.com](http://www.michaels.com) or download the Michaels app.

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