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THE MICHAELS COMPANIES

Michaels(R) CMO Predicts Early Holiday Activity

IRVING, Texas, Oct. 3 /PRNewswire/ -- Michaels Stores, Inc., the largest specialty retailer of arts and crafts, is predicted to have an early holiday showing this year for their craft products, fueled in part by customers who want to stretch their holiday budget.

"We've heard from our customers during this tough economic time and many have said they'll take time to make personal gifts this year to make something truly special for family and friends, rather than buying high-ticket gifts," said Stuart Aitken, Michaels' Chief Marketing Officer. "We're obviously thrilled that Michaels is the perfect place for personalization, inspiration and creativity for those gifts."

Customers can personalize everything from ornaments, jewelry, gifts for teachers & kids, frames, wine charms, candles, stockings, wreaths, center pieces, gift tags and hundreds more. Find unique holiday project ideas in store or online at [michaels.com](http://www.michaels.com).

For more information or store locations, go to <http://www.michaels.com>.

About Michaels

Founded in 1973, privately-held Michaels Stores, Inc. ([michaels.com](http://www.michaels.com)) is the largest specialty retailer of arts and craft supplies. With more than 1000 stores in the United States and Canada, the company is a top destination for arts, apparel arts, bakeware, beading/jewelry making, fine art, floral, framing, general crafts, kids' crafts, home decor, paper crafts, seasonal, wedding, and yarn and needle crafts. The stores also provide inspiration and education to customers of all ages with in-store events, classes, project sheets and The Knack(SM), a unique program designed specifically for children to discover their creativity.

SOURCE Michaels Stores, Inc.