

January 15, 2009

THE MICHAELS COMPANIES

# Framing Presidential History

## Obama Inaugural newspapers expected to be a top commemorative

IRVING, Texas, Jan. 15 /PRNewswire/ -- A Michaels email poll of more than 125 daily newspapers across the U.S. revealed that 76 percent of the publications will run extra copies of inauguration editions in anticipation of higher sales to people who want a souvenir of the historic inauguration of President-elect Barack Obama.

Michaels, the nation's largest custom framer, says it will help people preserve those keepsake newspapers with a \$99.99 custom framing special for newspaper front pages through the end of January.

"Unprotected newspapers will begin to yellow and deteriorate within months, so we want to offer an affordable way for people to capture and display their memories of this very significant day," said Shelley Broader, Michaels' President and Chief Operating Officer. "Custom framing the day's newspaper will create a personalized, treasured memento for years to come."

Michaels custom framing utilizes specialized materials like Artcare mats and mount boards that protect from air pollution, acids and deterioration and are used by museums to preserve historic documents. TruVue Conversation glass shields from damaging UV rays to make sure keepsakes will last for decades without fading, tearing or yellowing.

### About Michaels

Michaels Stores, Inc. is the world's largest specialty retailer of arts, crafts, framing, floral, wall decor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates over 1000 Michaels stores in 49 states and Canada and 161 Aaron Brothers stores.

This press release was issued through 24-7PressRelease.com. For further information, visit <http://www.24-7pressrelease.com>.

SOURCE Michaels Stores, Inc.