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THE MICHAELS COMPANIES

Valentine's Day Gifts From the Heart

Homemade trend from Holiday '08 predicted to remain strong

IRVING, Texas, Feb. 3 /PRNewswire/ -- The hottest gift-giving trend of Holiday 2008 - choosing handmade over store-bought - will likely continue into 2009 as consumers look for ways to give from the heart, not the wallet, this Valentine's Day, predicts Michaels Stores, the world's largest arts and crafts retailer.

"We believe that many customers enjoyed making homemade gifts for the holidays, and are continuing to find inspiration and meaning by creating unique, personalized gifts for their loved ones for Valentine's Day," said Michaels' Chief Marketing Officer Stuart Aitken. "More and more, in this economy, people are realizing that something homemade can be the best gift of all."

This month, Michaels will offer ideas, inspiration and innovative projects for those who want to make Valentine's Day gifts from the heart at www.michaels.com featuring a multitude of new Valentine's Day projects.

Michaels says the top five projects for homemade Valentine's Day gifts are cards, candy and baked goods made with Valentine's molds, memory boxes, personalized picture frames and jewelry.

Additional ideas for homemade gifts and decor include themed gift baskets, personalized candles, heart-wreaths, centerpieces and more.

About Michaels Stores, Inc.

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.

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