

November 7, 2008

THE MICHAELS COMPANIES

Michaels Launches 'Endless Creativity, Endless Savings' Holiday Campaign

Retailer makes holiday gifts simple and affordable with instructional website, how-to webisodes, workshops and ready-to-wrap gifts under \$5

IRVING, Texas, Nov. 7 /PRNewswire/ -- Budget conscious holiday shoppers are turning to handmade gifts and decor this season as a way to give gifts from the heart and stretch their holiday dollars. That's why Michaels, the world's largest arts and crafts specialty retailer, has launched its "Endless Creativity, Endless Savings" campaign with a focus on *decorations and gifts you can make plus ready-to-wrap gifts, stocking stuffers and last minute gift and gift wrap ideas.*

The campaign features a Michaels' new holiday website, WhereCreativityHappens.com, that includes a series of how-to webisodes featuring Michaels Creative Expert Jo Pearson giving tips, techniques and inspiration designed to make personalized holiday projects fun and easy for people of any skill level and more than 500 holiday gift and project ideas.

In the videos, Jo, an avid crafter since age seven, makes even the most professional-looking projects a snap as she shares the knowledge she's gained in her 22 years as the creator of thousands of projects for Michaels, Michaels.com and TheKnackKids.com.

"It doesn't matter if you've never done a creative project before. You can be creative, make cool stuff and have fun doing it," said Pearson. "There's also something really special about giving someone a handmade gift or decorating your holiday table with a centerpiece designed and made by you. It's a great feeling."

Throughout the holiday season, all 1000+ Michaels stores will also host *free weekly holiday workshops where customers can come in and work alongside Michaels craft specialists who offer hands-on help with holiday projects. Schedules are available at WhereCreativityHappens.com*

In addition to gift ideas online, stores will offer holiday project ideas and hundreds of *ready-to-wrap gifts for under \$5, \$10 and \$20*, in categories ranging from unique stocking stuffers and fun kids' activity kits to frames, decorative candles and art.

"We've expanded our offerings so that holiday shoppers will find what they are looking for at prices they can afford, whether they want to make a gift or buy a gift" said Michaels Chief Marketing Officer Stuart Aitken. "By providing inspiration and ideas in stores and online, our 'Endless Creativity, Endless Savings' theme creates value for customers who want to save time and money this holiday season."

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. As of November 2008, the Company owns and operates over 1000 Michaels stores in 49 states and Canada and 164 Aaron Brothers stores.

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SOURCE Michaels Stores, Inc.