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THE MICHAELS COMPANIES

Michaels Celebrates Father's Day with Free and Affordable Gifts

Retailer offers workshops and personalized project ideas every Dad will love

IRVING, Texas, June 2 /PRNewswire/ -- The economy is starting to show some positive signs, but many families will still look for ways to save money on gifts this *Father's Day*. In the 2009 NRF Father's Day Consumer Intentions and Actions Survey, the National Retail Federation learned that a quarter of respondents indicated they will spend less on gifts for Dad this year.

Michaels, North America's largest arts and crafts specialty retailer, offers affordable ways for families and kids on any budget to honor Dad on his special day with free Father's Day gift-making events and personalized homemade gift ideas online.

The events, in all 1000+ U.S. and Canada stores, include a Free Family Event powered by Klutz(R) on Saturday June 6th from 10 a.m. to 1 p.m. where kids can create unique "Thumb Doodles" cards with their thumbprints and paint. On Sunday, June 14, kids can make personalized t-shirts with free supplies and \$2.50 t-shirts at the "Get Hooked on Dad" powered by Tulip(R) event from 1 to 3 p.m.

"Our Mother's Day gift events were incredibly popular, and we want to offer inexpensive, creative ways for families to honor dads, too," said Michaels' Chief Marketing Officer Stuart Aitken. "A heartfelt, homemade gift from a child is often more meaningful and memorable than any other present a dad can receive."

Homemade gifts have made a comeback in today's economy, according to a 2009 Michaels customer survey. Nearly 79 percent of respondents said keeping things simple is more rewarding than it was before and 82 percent said making a gift is more rewarding than buying one.

Top personalized *Father's Day gift ideas* from Michaels include mugs, plates, wooden frames and boxes, mosaic stepping stones, hats, and cold drink can holders. Project ideas with complete instructions from The Knack(SM), Michaels' program for children to discover their creativity, are available at www.michaels.com/fathersday.

About Michaels

Michaels Stores, Inc. is North America'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 over 150 Aaron Brothers stores. For more information visit www.michaels.com

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