

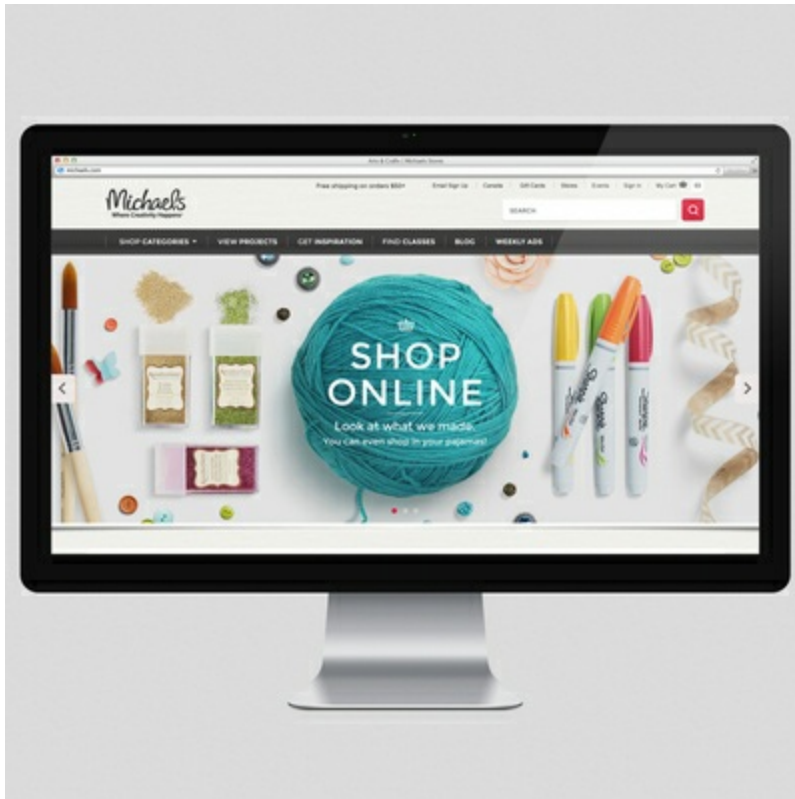
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THE MICHAELS COMPANIES

Michaels Inspires With Online Shopping

No. 1 arts and crafts retailer debuts its 24-hour store on Michaels.com

IRVING, Texas, May 12, 2014 /PRNewswire/ -- [Michaels](#) announces the launch of its new inspirational arts and crafts site that offers 24-hour shopping on any computer, tablet or smartphone.



The new site goes beyond the typical online shopping experience, with project ideas and one-click shopping lists for projects all in one place – no searching the site for various supplies. It also features "Favorite Pins" – projects and products that are trending on Pinterest from Michaels.com.

"Our customers have been asking us for years when we're going to offer online shopping, and now we've created a site that truly is 'Where Creativity Happens,'" said Michaels CEO Chuck Rubin. "We've simplified the online shopping experience so that when visitors find a project they love, they can just click on it and fill their cart with everything they need instead of going to page after page."

During the launch period, Michaels.com will feature 21 days of hourly, daily and weekly online specials. Customers are encouraged to share their Michaels craft haul with #MichaelsDelivers.

Michaels online shopping is currently available to U.S. residents. Online shoppers can take advantage of in-store promotional offers, and the site offers convenient options for free shipping to any U.S. store, in-store returns and free shipping on orders over \$50.

About Michaels

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts and

crafts. The company currently owns and operates more than 1,140 Michaels stores in 49 states and Canada and 121 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections[®], Studio Decor[®], Bead Landing[®], Creatology[®], Ashland[®], Celebrate It[®], Art Minds[®], Artist's Loft[®], Craft Smart[®], Loops & Threads[®] and Imagin8[®]. For more information visit www.michaels.com or www.facebook.com/Michaels or follow Michaels on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

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