



September 1, 2011

**MICHAELS ANNOUNCES VENDOR AND TRANSPORTATION
PARTNER OF THE YEAR AWARDS
Top partners recognized at 14th Annual Vendor CEO Summit**

(IRVING, Texas) Michaels Stores, Inc. announced its Vendor and Transportation Partner of the Year Awards as part of its 14th Annual Vendor CEO Summit, held August 31 - September 1, 2011, at the Hilton Anatole Hotel in Dallas. The theme of the event was "Michaels of the Future."

Vendors who were honored with this esteemed award represented companies that supported Michaels' journey on the path to world class retailer and growth to more than \$4 billion dollars in sales in 2010. Vendors were recognized for their contributions to Michaels' success over the past year.

Each year, Michaels selects one vendor who stands above the rest in providing market analysis, product innovation and inspiration, quality in product and supply chain, and driving sales. This year, both Michaels and Aaron Brothers recognized one vendor as each company's overall winner. **Die Cuts With A View** is the Michaels winner and **MacPherson's** is the Aaron Brothers Partner of the Year.

The following companies were recognized for providing innovation, great product, powerful brands and outstanding service to Michaels this past year as well as for partnership and contributing to Michaels' strategy for the future.

- **Innovation**
 - **Prima Creations**
 - **Polyform Products Company**
 - **Wilton Industries**
- **Powerful Brands**
 - **Halcraft USA, Inc.**
 - **Spinrite LTD.**
- **Product of the Year**
 - **ShurTech Brands, LLC**
 - **iLovetoCreate**
 - **TruVue, Inc.**
- **Outstanding Service**
 - **FloraCraft Corporation**

In addition, each year Michaels evaluates the service of its transportation providers through stakeholder surveys. Companies are evaluated on key criteria such as customer service at both the destination and origin as well as corporate level performance. Michaels **Executive Vice President of Supply Chain Tom DeCaro** honored the following transportation partners for their support in 2010.

- **Burlington Northern Santa Fe Railroad (BNSF)**
- **Mitsui O.S.K Lines (MOL)**

Michaels congratulates all of this year's winners and celebrates the partnership brought by these world class companies.

Irving, Texas-based Michaels Stores, Inc. is North America's largest specialty retailer of arts, crafts, framing, floral, wall décor, and seasonal merchandise for the hobbyist and do-it-yourself home decorator. The company currently owns and operates more than 1,054 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces ten exclusive private brands including Recollections[®], Studio Decor[™], Bead Landing[®], Creatology[®], Ashland[™], Celebrate It[®], Art Minds[®], Artist's Loft[®], Craft Smart[®] and Loops & Threads[™]. For more information visit www.Michaels.com.

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