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Michaels Digital Upgrades Offer Enhanced Inspiration and Convenience Michaels Makes Crafting Even More Interactive, Immediate with New Apps, Ads & Coupons

(IRVING, Texas) — [Michaels](#), North America's largest arts & crafts specialty retailer, is redefining its online and social media customer experience with the introduction of several new digital marketing channels. New additions include: mobile phone coupon acceptance, [interactive online ads](#), a [mobile iPhone app](#) launch, Quick Response (QR) codes, a mobile website and text message alerts.

Michaels' new interactive online weekly ad allows customers to view by department or brand, with select products linked to projects and/or how-to videos that enable customers to visualize the final product. Created specifically to make customer's crafting experiences at Michaels as efficient as possible, the ad provides inspiration, organization and capabilities unlike any other retailer. The online weekly ad also gives customers the ability to share products and projects through social channels such as Twitter and Facebook.

Weekly ad deals can also be seen in Michaels recently launched, free iPhone app for customers that includes coupons, a store locator, the ability to create shopping lists, a QR code reader and in-store event lists. Customers can also access project and product information as part of its company-wide initiative to provide customers with more inspiration and convenience. A free Android app will follow in September 2011. Mobile phone coupon acceptance allows stores to easily scan coupons from customer's cell phones.

"Our customers are a passionate, connected community and these new channels allow for more tailored and relevant communication," said Michaels Sr. Director of Digital Marketing Anthony Price. "We know that roughly half of our customers use smart phones and the new online and mobile tools are designed for them to help provide increased inspiration when and where they are looking for it."

Michaels understands that customers continually look for more ways to engage online, through smart phones and social media. A recent Michaels survey showed that 57% of customers connect to Facebook daily to read or post messages.

Additional ways for Michaels customers to interact through digital media include:

- [Text message alerts](#) – customers can now receive coupons, project ideas and special event information through their mobile phones.
- Increased social media presence - Michaels uses its [Facebook page](#), [YouTube channel](#) and [Twitter feed](#) to give customers the opportunity to share their creativity and directly inspire others in the Michaels crafting community.
- Webisodes – Michaels.com hosts how-to webisodes featuring Michaels Creative Expert Jo Pearson and others demonstrating crafting techniques, products and ideas.
- E-Newsletters -tailored to provide ideas, techniques and instructions on the go.

About Michaels

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 1,045 Michaels stores in 49 states and Canada, and over 140 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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