



FOR IMMEDIATE RELEASE

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MICHAELS REVEALS FRIGHTENINGLY FUN HALLOWEEN PROJECTS

Eerie Arts, Creepy Crafts, Unique Costumes and Events From the Creative Experts

DALLAS (September 27, 2007) – Michaels Stores, Inc., the largest specialty retailer of arts and crafts, unveils its list of Halloween arts, crafts and events to provide creativity and inspiration to the entire family. Michaels Halloween arts and crafts include costume creation, party invitations, decorations and tips for throwing a fa-boo-lous bash this Halloween.

According to the National Retail Federation, in 2006 consumers were expected to spend nearly \$5 billion on Halloween, making it the sixth largest spending holiday of the year and that number is expected to increase for 2007. For Michaels, Halloween remains one of the largest arts and crafts holidays for the national retailer, with DIY costume components and party décor being its best-selling products.

"Michaels customers – both kids and adults – are incredibly enthusiastic about Halloween," said Harvey Kanter, executive vice president of merchandising. "We provide an impressive assortment of merchandise so families can customize their costumes, create party décor and ultimately spend quality family time together."

Kanter lists his favorite spook-tacular ideas:

THROW A BOO-BASH HALLOWEEN PARTY

Creative Invitations – Customize invitations for Halloween parties using spiders, ghosts, bats, stickers, stencils and stamps. Your readers can create simple or elaborate invites for the party. Michaels provides the tools and step-by-step directions to make each invitation.

Spooky Party Décor – Have your readers design fun and spooky Halloween décor – centerpieces, table runners, spider punch bowls, party favor boxes and bags. These ideas will make your readers' party spot a hot-Halloween spot.

Tricks and Treats – Need entertainment suggestions? Pin the Wart on the Witch Mask, Boo Bash Halloween Party, Trick or Treat Trunk or a Clay Pot Haunted House Party are just a few suggestions.

Craft Pumpkins – Find creative ways to pizzazz out pumpkins by carving or decorating with glitter and paint. Or suggest your readers use Michaels foam craft pumpkins as a versatile alternative to the real thing with no mess or spoiling – it's safe and creative fun.

– more –

DO-IT-YOURSELF COSTUMES

Costumes – Customize the kiddos' Halloween ensemble. Michaels offers multiple costume suggestions and the tools to create them. Pirates, cave women, pumpkins, butterflies, magicians and bats – the list of homemade costumes doesn't stop.

TREATS

Creepy and Cute Confections – Make delicious Halloween treats for little ghosts and goblins and eyes will light up with glee. Michaels has the baking instruments to make ghostly Halloween treats, cupcakes, candy and more.

Halloween Trick-or-Treat Tin and Bags – Either toss the pillowcase out the door or embellish it with style by creating a customized, darling tin or treat bag for trick-or-treating.

HOME DECORATIONS

Martha Stewart Crafts – The new line of Martha Stewart Crafts Halloween products includes unique embellishments, themed party decorations, clever invitations and food packaging.

Home Décor – Orange black or white candles, votives, spider web vases – the list is endless for Halloween interior trimmings.

Outdoor Ornaments – Orange and black decorated clay pots, glitter pumpkins, giant skeletons and Halloween lights – encourage your readers to get serious about decorating their front porch this season and get the whole neighborhood in the spirit.

In addition, Michaels will host **Family Craft Pumpkin Events** in Canada and nationwide to celebrate the holiday tradition and provide safe pumpkin decorating education.

Canada:

Family Craft Pumpkin Event – Cost: \$7 each
Saturday, October 6, 2007 – 10 a.m.-3 p.m.

United States

Family Craft Pumpkin Event – Cost \$5 each
Sunday, October 7, 2007 – 1 p.m.-5 p.m.

Home Décor Craft Pumpkin Event – Cost: \$5 each
Monday, October 8, 2007 – 1 p.m.-3 p.m.

About Michaels Stores, Inc.

Michaels Stores, Inc. (michaels.com) is the largest specialty retailer of arts and crafts. With more than 925 stores in the United States and Canada, the company carries a wide selection of products in arts, crafts, framing, floral, home décor and seasonal merchandise. Michaels also operates specialty stores under different brand names including Aaron Brothers, Recollections and Star Decorators Wholesale.