



February 2012

MICHAELS LAUNCHES "CRAFT MASTERS" REALITY SHOW
Web-based craft competition kicks off just in time for National Craft Month

(IRVING, Texas) With glue guns a-blazing, top crafters will face off to see who is selected as the first "Craft Master" in a new weekly craft completion Web series, "Craft Masters," created by Michaels, North America's largest arts and crafts specialty retailer. The series begins airing Tuesday, Feb. 28, at 7 p.m. CST at Michaels.com/craftmasters.

Each week, three crafters compete to win a \$500 Michaels gift card. The fun begins when contestants are each given a basket of mystery supplies, and the clock starts ticking as the crafters quickly plan their projects. After a mad dash through a Michaels store to snap up additional items needed for their creations, they head back into the crafting studio in a race against time to complete their projects. All the while, a panel of expert judges makes drop-in visits to see how the crafts are coming along.

"Craft Masters is all about skill, speed and ingenuity," said Michaels Chief Marketing Officer Paula Puleo. "We have an incredibly gifted group of contestants, and they come up with some amazing projects – and some hilarious crafting disasters! It's fun, exciting and inspiring for our viewers, plus it's a great way to head into March, which is National Craft Month."

When time runs out, the judges give their final critiques and select a winner. Judges include Michaels Creative Expert Jo Pearson, who stars in how-to craft webisodes on Michaels.com throughout the year and has designed thousands of projects for Michaels in her 25+ years with the company. Michaels Creative Director Michael Duncan, an avid crafter and painter, will also serve on the panel, and each week a guest judge will join Duncan and Pearson.

The first season of Craft Masters will run for seven weeks.

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 1,060 Michaels stores in 49 states and Canada, and 136 Aaron Brothers stores, and produces 10 exclusive private brands including Recollections®, Studio Decor™, Bead Landing®, Creatology®, Ashland™, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart® and Loops & Threads™.

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