



December 2009

EASY, AFFORDABLE LAST MINUTE GIFTS FROM MICHAELS

Free workshops and one dollar stocking stuffers make holiday shopping easy

(IRVING, Texas) — Putting the finishing touches on Holiday '09 is easier this year, thanks to free workshops, last minute gift ideas and hundreds of stocking stuffers starting at one dollar at Michaels, North America's largest arts and crafts specialty retailer.

Michaels has expanded its selection of unique stocking stuffers to help shoppers stay within their holiday budgets with one, three and five dollar gifts for kids and adults, including holiday-themed soaps, playing cards, puzzles, candles, socks, note cards, pens, stamps, stickers and much more.

Ready-to-wrap gifts under fifteen dollars include kids' activity kits like Bead Pets, 3-in-1 Jewelry Designer, Moon Sand and Creatology™ art sets that will keep kids busy through the winter break. Other gifts to inspire creativity include the new American Girl Crafts™ line available exclusively at Michaels, and the widest selection of Crayola® products of any store.

"Our ready-to-wrap offerings cater to the whole family in order to help our customers save time and money during this hectic season," said Philo Pappas, Michaels Executive Vice President of Category Management. "Our workshops, webisodes, Handmade Holiday Gift Guide and online ideas continue to be extremely popular as people look for quick yet meaningful gifts to give this holiday season."

In a recent survey of Michaels customers, 65 percent said they were planning to make gifts this year. Michaels will introduce two more free gift-themed webisodes on Michaels.com and host in-store workshops this season: a free bookmark making event on December 12 from 1-3 pm and a free demo on gift wrapping and creative packaging for holiday baking on December 19 from 1- 3 pm.

Additional easy homemade gift ideas are available at Michaels.com, including last minute gifts to make for three dollars and up, such as wine charms, bottle stoppers and decorative candles. Hundreds more ideas and instructions submitted by customers for Michaels' first-ever "Handmade Holidays" contest are available at www.michaelscontest.com. The contest runs through December 20.

Michaels gift cards, as well as other top branded gift cards from the Gift Card Mall, recently introduced in all U.S. Michaels stores, can be tucked into a stocking or mailed in a holiday card to loved ones far away.

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 over 1000 Michaels stores in 49 states and Canada and over 150 Aaron Brothers stores. For more information visit www.Michaels.com

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