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Michael's Launches MiDesign@Michael's™ Photo Creations and Custom Invites

Online scrapbooking application features exclusive content, professional printing & binding

(IRVING, Texas) Michael's, North America's largest arts & crafts specialty retailer, announces the launch of MiDesign@Michael's™ Photo Creations and Custom Invites. The Web-based application allows customers to work online to create photo books, scrapbook pages, greeting cards and custom invitations at www.MiDesign.Michael's.com.

Photo Creations includes free and premium content that customers can select and combine with their uploaded photos to create beautiful books, pages or cards. Free members have access to hundreds of backgrounds and embellishments. Club members can choose from thousands of creative options, print their projects at home and share via email or several social media outlets including Facebook and Flickr. All MiDesign@Michael's users can have their projects professionally printed, bound and shipped to their homes or nearest Michael's store.

"So many people have all their wonderful family memories just sitting on their computers and Facebook, and MiDesign@Michael's Photo Creations and Custom Invites is a great way to bring those photos to life and to share them with others in a new, unique way," said Michael's Chief Marketing Officer Paula Puleo. "MiDesign@Michael's can help anyone – whether an avid scrapbooker or a beginner – make beautiful keepsakes to last a lifetime."

Unlike other online photo book tools, MiDesign@Michael's prints on heavyweight paper so customers can add embellishments such as stickers, stamps and ribbon, along with original mementos (programs, ticket stubs, baby bracelets and more) to create a true scrapbook, or individual pages that can be framed. The wide variety of designer backgrounds, embellishments and clipart allows users to create unique and custom scrapbooks. The books can be bound in soft cover, hard cover or custom leather styles – perfect for displaying, sharing or gifting.

Customers who enjoy entertaining or are planning a special occasion can use the Custom Invites application to create professional-quality personalized invitations, greeting cards, personalized favors, cups, balloons and personalized stationery. For more information go to www.MiDesign.Michael's.com.

About Michael's

Irving, Texas-based Michael's 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 1,050 Michael's 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.Michael's.com.

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