



MICHAELS INTRODUCES BULK BUYING PROGRAM
Buy the Bunch special order service offers creativity in quantity

(IRVING, Texas) Nov. 17, 2011 — Michaels, North America's largest arts & crafts specialty retailer, launches its Buy the Bunch™ program to allow customers to special order products from its vast array of creative supplies in its US stores.

Customers can visit their local Michaels and place an order with a store associate for any quantity of most non-seasonal products. The items are delivered to the store for free within one to two weeks, and the store contacts the customer to pick up the order when it is ready.

Unlike online ordering, Buy the Bunch offers the customer an opportunity to compare and interact with products before purchasing rather than looking at a photo and guessing if it's the right color, weight, texture and size.

"Buy the Bunch is a perfect solution for customers like teachers, event planners, brides-to-be and people who make and sell their crafts and need more product than they can find in the store." said Michaels Chief Marketing Officer Paula Puleo. "Creativity is a hands-on process for many and we want customers to be inspired by items in the store or new ways to use a product."

Whether the customer needs three or 300 items, Buy the Bunch has no minimum order quantities. For more information, go to Michaels.com/Buy-The-Bunch.

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 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

Media Contact: Allison Swank or Loren Rutledge
(817) 329-3257

Michaels@spmcommunications.com