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NEWS RELEASE
FOR IMMEDIATE RELEASE

Michaels Stores, Inc. Fourth Quarter and Fiscal 2012 Earnings Call Scheduled for March 13th

IRVING, Texas – March 11, 2013 – Michaels Stores, Inc. (the “Company”) announced that it will host a conference call at 8:00 a.m. Central time on Wednesday, March 13, 2013. Those who wish to participate in the call may do so by dialing 866-425-6198, conference ID# 36219948. Due to the quiet period associated with our S-1 filing, there will not be a question and answer session at the end of the call. The conference call will also be webcast at www.michaels.com. To listen to the live call, please go to the website at least 15 minutes early to register and download any necessary audio software. The webcast will be accessible for 30 days after the call.

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. As of March 13, 2013, the Company owns and operates 1,106 Michaels stores in 49 states and Canada, and 123 Aaron Brothers stores.

This press release is also available on the Michaels Stores, Inc. website (www.michaels.com).