



September 2013

MICHAELS LAUNCHES CAKE BOSS™ CAKEWARE

Retailer debuts line of baking pans and cake decorating accessories designed by the Cake Boss, Buddy Valastro

(IRVING, Texas) – [Michaels](#) makes creating beautiful, unique cakes simpler than ever with the introduction of new Cake Boss Cakeware, designed by celebrity baker Bartolo “Buddy” Valastro and star of Cake Boss on TLC.

The line, announced earlier this month and available in all U.S. Michaels stores, includes cookie, cake and loaf pans with grips, novelty Bakeware like the signature Flower Cakelett pan; specialty baking utensils like a spoonula, a mechanical cookie scoop and a balloon whisk; and accessories like decorating tip sets, a fondant ribbon cutter, a letter impression set, and specialty fondant acrylic rolling pins.

“I always ask on my show, ‘who wants to eat some cake?’ because I know the answer – everybody!” said Valastro. “In designing my new Cake Boss Cakeware it was important to me that everybody realizes how easy it is to make awesome cakes and desserts in their own home when they have the right tools.”

Michaels will show customers how to use the new Cake Boss tools during free in-store events in all U.S. stores on Sept. 28 from 10 a.m. to 12 noon, including product and demonstration videos at [Michaels.com](#).

“Cake Boss Cakeware products are easy for bakers of all skill levels to use, which takes the stress out of creating delicious baked goods,” said Michaels Executive Vice President – Category Management, Philo Pappas. “We want to make it simple for our customers to create affordable, beautiful desserts that they’ll be proud to serve.”

Michaels will host a tweet chat on Sept. 26 with the Cake Boss team to answer customer questions about the Cakeware line. Customers can send questions in advance to [#MeetCakeBoss](#).

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 1,119 Michaels stores in 49 states and Canada and 122 Aaron Brothers stores, and produces 11 exclusive private brands including Recollections®, Studio Decor®, Bead Landing®, Creatology®, Ashland®, Celebrate It®, Art Minds®, Artist's Loft®, Craft Smart®, Loops & Threads® and Imagin8®. For more information

visit www.michaels.com or www.facebook.com/Michaels or follow Michaels on [Twitter](#), [Pinterest](#) and [Instagram](#) @MichaelsStores.

About Cake Boss Cakeware

The new *Cake Boss* collection is offered by Vallejo, California-based Meyer Corporation, U.S., the largest cookware company in the United States. In addition to *Cake Boss*, brands sold by Meyer Corporation include Circulon®, Anolon®, Farberware®, BonJour®, Rachael Ray®, Paula Deen®, and SilverStone®.

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