



American Girl® Celebrates Girls' Creativity With New Line Of Crafts

—Fun, High-Quality Kits and Supplies Available Exclusively at Michaels® Stores—

Middleton, WI-July 9, 2009: American Girl, known by millions for its popular dolls, books, and accessories, is encouraging young girls everywhere to express their creative side through *American Girl Crafts*,™ a new line of high-quality supplies and easy-to-make crafting kits for girls ages 8 to 12. Debuting November 1, 2009, *American Girl Crafts* is designed to inspire and foster girls' creativity with themes that are relevant to their lives, such as school, parties, pets, doll fun, and room décor. The new line features an array of fun tools—such as stamps, stickers, and punches—as well as step-by-step kits to make jewelry, sewing crafts, cards, scrapbooks, fashion art, and much more. Each of the 160 unique products also blends inspiring educational content to help girls be their best.

Available exclusively at Michaels U.S. stores, *American Girl Crafts* are priced from \$1.99 to \$29.99 and will be showcased in an engaging 10-foot retail display. In developing the new line for young crafters and their moms, American Girl partnered with EK Success, one of the country's leading scrapbooking and creative consumer products companies.

"American Girl has a long, successful track record in developing fun and original craft projects for girls through our award-winning *American Girl* magazine and Do-It-Yourself activity books," says Ellen L. Brothers, president of American Girl. "*American Girl Crafts* allows us to build on that success and speak directly to the legions of girls who are eager to let their creativity shine. And, as a trusted partner of moms for over 23 years, this age-appropriate line will help build their daughters' creative confidence through simple yet sophisticated crafts that they will be proud to display and share."

"This is an industry first—a fully comprehensive craft program for the tween market," says Kevin Fick, president of EK Success Brands. "Not only have we applied fresh thinking and on-trend designs to beginner crafts, but the entire *American Girl Crafts* line has been designed to inspire and educate our next generation of crafters."

American Girl Crafts to Debut at Michaels® U.S. Stores

"The new *American Girl Crafts* line is perfect for younger Michaels' customers who love crafts and are passionate about American Girl dolls and books," said Michaels executive vice president category management, Philo Pappas. "*American Girl Crafts* are great gift ideas as we head into the holiday season and offer year-round fun and inspiration."

Rounding out the retail experience, Michaels will offer an *American Girl Crafts* project as one of its in-store birthday party craft activities.

To further engage and inspire girls, *American Girl Crafts* website, www.americangirlcrafts.com, is filled with additional project ideas and downloadable supply and instruction sheets, as well as a convenient Michaels store locator.

About American Girl

American Girl Brands, LLC, is a wholly owned subsidiary of Mattel, Inc. (NYSE:MAT, www.mattel.com), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to request a free catalogue, call **1-800-845-0005** or visit www.americangirl.com.

About EK Success

Established in 1978, EK Success Brands' diversified portfolio of over 10,000 inspirational and creative products cover scrapbooking, painting, needle crafting, stamping, paper crafting, jewelry making, kids crafts and more. Popular brands include Martha Stewart Crafts™, Inkadinkaboo®, Dimensions® Crafts, Jolee's®, Sticker®, Jolee's Jewel's™, and Perler® FunFusion™ Beads. EK Success Brands™, a division of Wilton Brands Inc., is owned by GTCR, a private equity firm, and products are distributed through craft stores and online. For more details check out www.eksuccessbrands.com. Dream. Make. Celebrate.™

About Michaels

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.