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CONTACT:

Margaret Skinner
Director, Corporate Communications
330-463-6705 | margaret.skinner@joann.com

JO-ANN FABRIC AND CRAFT STORES LAUNCHES MARTHA STEWART CRAFTS™ PARTY SUPPLIES

Party crafting products now available

HUDSON, Ohio (June 2, 2011) – Martha Stewart has partnered with Jo-Ann Fabric and Craft Stores to create a new line of papercrafting and party decor products.

The supplies, exclusively available at Jo-Ann Fabric and Craft Stores, allow crafters to bring personality and style to their celebrations. See a sampling of these products on Joann.com.

The new tools and embellishments will help beginners and seasoned crafters create gorgeous parties to celebrate any occasion. Ready-to-use basics like favor boxes, treat bags and paper lanterns can be turned into beautiful decorations within minutes using simple embellishments.

Jeanine Anthony, merchandise manager for Jo-Ann Fabric and Craft Stores, believes the products will be well-received by customers. "Martha appeals to both the customer who is seeking easy-to-make party favors as well as the customer who is drawn by innovative designs and color," says Anthony. "We are very excited to partner with her on this project."

For more products, projects and inspiration, visit your local Jo-Ann store or log onto Joann.com.

About Jo-Ann Stores, Inc.

Jo-Ann Fabric and Craft Stores, the nation's largest fabric and craft retailer with locations in 48 states, was founded in 1943 as a single retail store. Today, more than 750 Jo-Ann stores across the country provide consumers with creative inspiration. For additional information, visit www.Joann.com.

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