

Martha Stewart Living Omnimedia to Launch the *Martha Stewart Crafts*[™] Line in May 2007

Extensive Assortment of Crafting Products and Storage Solutions to Make National Debut in More than 900 Michaels Stores in the U.S. and Canada

New York –April 25, 2007– Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) announced the *Martha Stewart Crafts*[™] line will debut on May 1, 2007. The line features more than 650 SKUs, including a wide array of materials for paper crafting and scrapbooking, with exclusive paper designs, beautiful embellishments, smartly designed tools every crafter needs, as well as convenient binders and storage systems that help keep everything organized.

Debuting exclusively at more than 900 Michaels stores in the U.S. and Canada and at marthastewartcrafts.com (<http://www.marthastewartcrafts.com>), the *Martha Stewart Crafts* line will be a complete crafts destination, including products, inspiration, and educational materials, all arranged to create a “store-within-a-store” feel.

Martha Stewart Crafts products have been designed by MSLO and manufactured by EK Success, one of the country’s leading scrapbooking and creative consumer products companies. This is MSLO’s first foray into the \$30 billion arts and crafts marketplace. The crafts market has broad—and growing—appeal: according to the Craft & Hobby Association, nearly 60 percent of U.S. households participate in crafts and hobbies.

“This line is an expression of my passion for crafting, a pursuit I have enjoyed throughout my life,” said Martha Stewart, Founder of MSLO. “At MSLO, we are steeped in the development of crafts, and all the products reflect our understanding of what crafters want and need because it is what we ourselves want and need—practical tools, as well as a wonderful array of beautiful and inspiring materials.”

“Martha Stewart has been developing crafting ideas for more than 15 years, as featured in our magazines and on our television shows. This introduction of the *Martha Stewart Crafts* line is a natural extension for the merchandising segment of our business,” stated Robin Marino, President of Merchandising at MSLO. “Our new high-quality, beautifully designed products manufactured by EK Success will inspire and delight consumers.” Ms. Marino added: “With broad distribution throughout North America and a reputation for being a leading retail crafts destination, Michaels is the ideal partner for this national launch.”

“We are very excited to be offering the *Martha Stewart Crafts* line, and are confident that this relationship will significantly benefit the crafts consumer, who looks to Martha Stewart for inspiration and new products, and who counts on Michaels stores to provide the materials they need for their projects,” stated Gregory Sandfort, President/COO of Michaels Stores, Inc.

“We are proud to be a part of creating this unique product line that embraces a lifestyle as well as a craft,” said Chris Skinner, CEO of EK Success. “The *Martha Stewart Crafts* line combines the power of the Martha Stewart brand name with the product expertise of EK Success, offering unique features such as how-to tips, craft project ideas, recipes, and creative inspiration.”

MSLO’s dedicated team of experts, including Hannah Milman, Editorial Director of Crafts, designed all of the products in the line, including:

- Scrapbooking materials ranging from sophisticated, exclusive designs of papers to charming embellishments.
- Beautifully bound albums, frames, and keepsakes boxes to help preserve memories artfully.
- Craft kits that allow adults and children to make easy-to-do projects with adorable results.
- Pretty food packaging that makes giving homemade gifts from the kitchen or garden easy, with boxes, bags, and wrappers.
- Gift wrap, tissue paper, ribbons, invitations, and more for holidays, weddings, showers, and birthdays.

The *Martha Stewart Crafts* line also includes a comprehensive assortment of crafting essentials, such as rubber stamps, 56 colors of markers and pens, 30 colors of glitter, and 17 varieties of adhesives and tapes, including specially designed adhesive-backed patterned ribbons that can be mitered to create frames. There are 38 specialized tools in the product line, including craft punches, three sizes of scissors, and a bone folder, one of Martha's favorite tools for making perfect folds and creases. As part of a helpful system of storage binders and boxes, product packaging was thoughtfully designed to fit into those binders, allowing crafters to easily store and find their supplies. In addition, crafters can find tools, templates, paper products, “how-to” tutorials, and message boards for exchanging ideas on the new [marthastewart.com](http://www.marthastewart.com) (<http://www.marthastewart.com>). In September, the site will have additional community features.

New seasonal and holiday-themed products will be introduced throughout the year. In May, Martha will demonstrate many of these products on MSLO’s Emmy Award-winning daily television series *The Martha Stewart Show*. The segments will be rebroadcast on [marthastewart.com](http://www.marthastewart.com) (<http://www.marthastewart.com>).

In Fall 2007, *Martha Stewart Crafts* products will also be available at independent craft stores.

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About MSLO

Martha Stewart Living Omnimedia, Inc. (MSLO) is a leading provider of original "how-to" information, inspiring and engaging consumers with unique lifestyle content and high-quality products. MSLO is organized into four business segments: Publishing,

Merchandising, Internet, and Broadcasting. Martha Stewart Living Omnimedia, Inc. is listed on the New York Stock Exchange under the ticker symbol MSO.

About EK Success

Established in 1978, EK Success is a creative consumer products company with the leading market position in the fast-growing \$3 billion scrapbooking segment of the U.S. craft industry. EK Success designs and markets some of the craft industry's most respected brands, emphasizing the importance of education, inspiration, and innovation. In February 2006, EK Success was acquired by GTCR Golder Rauner LLC, one of the nation's leading private equity firms.

About Michaels Stores, Inc.

Michaels Stores, Inc. (michaels.com) is the largest specialty retailer of arts and crafts. With over 900 stores in the United States and Canada, the company has a wide selection of products in arts, crafts, framing, floral, home décor, and seasonal merchandise. Michaels also operates stores under different brand names, including Aaron Brothers, Recollections and Star Decorators Wholesale. In October 2006, Michaels was purchased by Bain Capital and The Blackstone Group.

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