

NEWS RELEASE

Hobby Lobby Selects Media Connect Partners for Social Media Development

APRIL 5, 2013 – TULSA, OK – Hobby Lobby Stores, Inc. (<http://www.hobbylobby.com>), and Media Connect Partners, LLC (MCP) (<http://mediaconnect.co>) announced today they are joining forces to sharpen the retailer's social media efforts. The companies are collaborating to make Hobby Lobby the premiere "go to" resource for arts, crafts, home decor and hobby enthusiasts.

"Our commitment is to making Hobby Lobby the first place people think of and turn to for crafts, whether it's through our stores, our websites or social networking," said Ranae Blanke, Director of Social Media, Hobby Lobby. "Media Connect Partners has a proven track record in developing and implementing social media strategies that tie it all together to deliver results," said Blanke.

MCP will work to enhance Hobby Lobby's existing customer engagement presence across all social media platforms. New opportunities will be created for Hobby Lobby to reach "fans" and a broader arts and crafts audience in a more personal, interactive and targeted way.

"We are thrilled to be partnering with the leading name in the arts and crafts industry," said Brian Boyd, Chief Executive Officer, MCP. "We will help Hobby Lobby publish information and content that crafters will find useful, inspirational and even entertaining. We will also better engage Hobby Lobby fans in conversation allowing them to express their opinions as well as share and discuss ideas. Our focus is to build and deepen relationships that will ultimately make people feel more connected with Hobby Lobby," said Boyd.

About Hobby Lobby

Hobby Lobby Stores, Inc., headquartered in Oklahoma City, is a leader in the arts and crafts industry. It operates 525 stores across the nation offering more than 65,000 crafting and home décor products. Hobby Lobby began in 1972 as an outgrowth of a miniature picture frames company started in a garage by David Green. The foundation of the business is strong values and honoring the Lord in a manner consistent with Biblical principles. Affiliated companies include Hemispheres and Mardel. More information is available at: <http://www.hobbylobby.com> and <http://fb.com/hobbylobby>. Follow Hobby Lobby on Twitter: @HobbyLobbyStore.

About Media Connect Partners

Media Connect Partners, LLC (MCP) is a social media agency working with its clients to develop real world social media strategies and execution plans that bring measurable results and deliver ROI. MCP was founded in 2010 as a spinoff of BoydGroup Solutions, LLC. Offices in Charlotte, Ft. Lauderdale, Las Vegas, New York and Tulsa allow MCP to deploy client teams at a moment's notice. MCP has worked with clients such as Food for the Hungry, Bank of New York Mellon, Joel Osteen Ministries, Susan G. Komen for the Cure, Rodale Publishing and Hachette Book Group. For more information, go to <http://mediaconnectpartners.com> or <http://fb.com/mediaconnectpartners>. Follow MCP on Twitter: @MediaCPartners.

Contacts

Media Connect Partners, LLC
Brian Boyd, CEO
800.627.1265 (office)
646.515.4363 (mobile)
brian@mediaconnectpartners.com