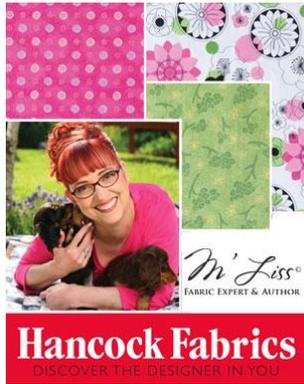


FOR IMMEDIATE RELEASE

CONTACT: Dena Smith, VP, Marketing, 662.365.6369

Hancock Fabrics Opens a New Store in Daphne, AL and Introduces its Newest Creative Partner, M'Liss Rae Hawley



08/5/09 (Baldwyn, MS) – Hancock Fabrics, Inc. is opening a new store at 6850 US Hwy 90, Daphne, AL. The Grand Opening will be Friday, Saturday and Sunday, August 14, 15 and 16 with a M'Liss Rae Hawley guest appearance on Saturday August 15th from 11AM to 1PM.

M'Liss, an internationally known sewing expert, is the newest creative partner of Hancock Fabrics, Inc. She will display some of her famous designs, demonstrate and lecture on the finer points of sewing and be available to sign books. She will also introduce her newest exclusive Hancock Fabric collections; "Wrapped in Love," which is inspired by some of M'Liss's favorite Christmas memories, and "Garden Breeze," a dynamic collection of flannel prints, inspired by the outdoors and M'Liss's love of the environment. A collection of M'Liss's popular books and other licensed products will also be available.

"We've admired M'Liss's work for many years and appreciate both her skill and creativity. We believe she's the perfect connection for our customers – the majority of whom are passionate and highly creative artists themselves," stated Jane Aggers, President and CEO of Hancock Fabrics, Inc.

There will be other activities and specials during the Grand Opening of the Daphne store.

Hancock Fabrics, Inc. is committed to being the inspirational authority in fabric and sewing, serving creative enthusiasts with a complete selection of fashion and home decorating textiles, sewing accessories, needlecraft supplies and sewing machines. The Company currently operates 264 retail stores in 37 states and an Internet store at www.hancockfabrics.com.

Details on Hawley's books, patterns, images of her work and more information can be found at www.experiencequilting.com. A slide-show display of her quilts is at <http://www.flickr.com/photos/experiencequilting/sets/72157606471515443>.