

## Contacting The Transfer Agent

The Bank of New York is the Transfer Agent and Registrar for Macy's, Inc. You may contact the Bank using the following methods:

- Call the Bank's toll-free number:  
1-866-337-3311
- Send email to: [shareowners@bankofny.com](mailto:shareowners@bankofny.com)
- To contact the Bank in writing:

Macy's, Inc.  
c/o The Bank of New York  
Investor Service Department  
P.O. Box 11258  
New York, NY 10286-1258

## Questions?

For more information about Direct Registration or your Macy's account, please contact The Bank of New York.

Toll-free: 1-866-337-3311  
For International callers: 1-212-815-3700  
TTY: 1-888-269-5221  
Website: [www.stockbny.com](http://www.stockbny.com)



macy's inc

# Direct Registration

for Shareholders of  
Macy's, Inc.

**A convenient service  
for holding and tracking  
your Macy's shares.**

### ***What is Direct Registration?***

Direct Registration is a service provided by The Bank of New York that allows shares to be owned and tracked electronically without having a stock certificate issued.

Direct Registration means that instead of receiving a paper stock certificate to represent your Macy's shares, your shares are held in your name and tracked electronically (in book-entry form) on the records of The Bank of New York, transfer agent for Macy's.

Holding your shares in Direct Registration relieves you from the worry and responsibility of keeping track of stock certificates, not to mention the time and expense of getting them replaced if they are misplaced or lost in the mail. You retain full ownership of your shares as well as all of the traditional voting rights and privileges of being a direct shareholder.

### ***Can I get a stock certificate for my Direct Registration shares?***

Yes.

### ***Can certificated shares be converted to Direct Registration shares?***

Generally, yes. Certificated shares may be converted to Direct Registration shares at any time. Just call The Bank of New York toll-free at 1-866-337-3311 for further instructions. If you send certificated shares to us for conversion, please do not sign the stock certificate. We recommend that you send the certificate(s) via registered mail, return receipt requested and insured for 2% of the value of the shares.

Note that the above does not apply to certificated shares that are subject to restrictions on transfer under the U.S. securities laws. If you have any questions about whether you hold these types of shares, please call The Bank of New York toll-free at 1-866-337-3311.

### **Transferring DRS Shares**

The requirements for transferring DRS shares are the same as for shares represented by a certificate except that with DRS, there is no certificate to surrender. In order to transfer your Macy's DRS shares, you will need to complete a Transfer Instruction Package. Visit The Bank of New York's Stock Transfer website at [www.stockbny.com](http://www.stockbny.com) to download the form or call The Bank of New York toll-free at 1-866-337-3311 to request one. Remember, prior to submitting a transfer request, you must obtain a Medallion Guarantee for any transfer of shares. A Medallion Guarantee ensures that the individual signing the request for transfer is the owner, or authorized representative of the owner, of the shares to be transferred. A Medallion Guarantee can be obtained from a participating financial institution, including banks and brokerage firms.

### **Delivering Your DRS Shares To Your Broker/Dealer**

DRS allows you to authorize your broker/dealer to send an electronic instruction to The Bank of New York to debit DRS shares from your account and deliver them electronically to your account with your broker/dealer. To effect such transactions, your broker/dealer will need to include the following information, most of which can be found on your DRS Transaction Advice: your DRS account number, your social security number or taxpayer ID number, the name on your DRS account and the number of DRS shares to be delivered. The Bank of New York will honor such requests from any broker/dealer participating in DRS. While a broker/dealer should have your authorization to debit such shares from your DRS account, The Bank of New York will have no way of verifying if you actually authorized the transaction because the instruction will come directly from the broker/dealer.