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macy's inc

Gestures of Love Made Big and Small, at Macy's This Valentine's Day

Macy's has the perfect gift for your greatest love, plus pen your sweetest thoughts on Facebook to benefit the American Heart Association's Go Red For Women movement^(R), February 6 - 14

NEW YORK--(BUSINESS WIRE)-- This Valentine's Day, Macy's (NYSE:M) helps you find the perfect token of love for anyone who has captured your heart, offering unlimited gift ideas for every budget. Set the mood for love with heartfelt ideas from Macy's grab-and-go "Gift Shops" that feature affordable, limited-edition items exclusive to Macy's. It's a great way to tell them they're one-of-a-kind! In addition to these special gift destinations, Macy's also makes shopping simple, presenting great finds for all your loved ones; including apparel, accessories, home goods and gadgets.

Gift Shop at Macy's Sweet Cheeks Undergarments for Him and Her (\$25) (Photo: Business Wire)

Also, give the classic Valentine special meaning this year by sending a fun, free message to those you love on [facebook.com/macys](https://www.facebook.com/macys). For each Valentine sent, Macy's will donate \$1, up to \$250,000, to the American Heart Association's Go Red For Women - a movement dedicated to fighting heart disease in women. What's not to love?

"Valentine's Day is a time for showering loved ones with gifts that are unexpected and thoughtful," said Nicole Fischelis, Macy's fashion director. "From unique and affordable 'Gift Shop' items, to more traditional fashion and accessory offerings, Macy's can ease your shopping experience by providing a range of classic or creative gifts, perfect for that special someone on your list."

MACY'S VALENTINE'S DAY HOT LIST: TOP 5 GIFTS FOR EVERY BUDGET

1. Gift Shop at Macy's Love at First Sight Sunglasses (\$14)
2. Gift Shop at Macy's Token of Affection Charm Bracelet (\$24)
3. Gift Shop at Macy's Sweet Cheeks Undergarments for Him and Her (\$25)
4. iPod Touch (\$229 - \$399)
5. Coach Jemma Watch (\$198)

GIFT SHOPS

For last-minute cupids, Macy's "Gift Shop" is the perfect place to pick up a pre-packaged, ready-to-gift Valentine's Day present. Incorporating distinctive gifts from flirty jewelry in pink

and red to love letter cookies and tender heart shaped puzzles, shopping for your Valentine is made simple and fast. Centrally located in high traffic, main floor destinations in 95 stores across the country, Macy's "Gift Shops" will save you time and money, while providing unique gift choices that say "I love you" without breaking your budget.

GIFTS FROM THE HEART

Follow your heart this Valentine's Day with gifts that express your love and devotion. Macy's offers a variety of items big and small that will surprise and delight him, her or the kids!

For the Romeo that loves all things tech, gift him with one of the season's coolest new gadgets or accessories like the iPod^(R) Touch or Samsung TL205 digital camera with front and back LCD screens, sure to capture every special moment. For the leading lady in your life, put your love on display with beautiful bling from Betsey Johnson or pink amethyst and diamond earrings that are symbolic of the season. From a sweet Alfani chemise for her, a Jerry Garcia Valentine's Day silk tie for him, or even his and hers matching watches from Michael Kors or Kenneth Cole New York, there's a gift for every darling this season! As another token of your affection, give a luxurious fragrance like Gucci's Guilty or Ralph Lauren's The Big Pony Collection. End the romantic occasion with a toast to everlasting love in Waterford crystal flutes and indulge in a bite of decadent Godiva or Frango chocolates.

GIFTS THAT GIVE BACK - VALENTINES WITH PURPOSE ON FACEBOOK

What would Valentine's Day be without the written word? Take aim with your cyber bow-and-arrow and participate in Macy's Facebook campaign, inviting you to show your love by sending a free personalized Valentine to raise additional funds for the American Heart Association's Go Red For Women Movement. For every Valentine sent via Macy's Facebook page between February 6 and February 14, Macy's will donate \$1, up to \$250,000, to the American Heart Association. Whether sincere, humorous or from a secret admirer, a personalized Valentine is the most thoughtful gift to give and sure to make anyone swoon. What's not to love? For more information on how to make your sweetheart blush, visit www.facebook.com/macys for details.

For more exciting Valentine's Day gifts for every loved one on your list, visit Macy's gift guide online at www.macys.com/gifts.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy's is known for such epic events as Macy's 4th of July Fireworks^(R) and the Macy's Thanksgiving Day Parade^(R), as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit our online pressroom at www.macys.com/pressroom.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6588130&lang=en>

Source: Macy's