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## **Macy's is the Back-to-School Destination for New Brands, Educational Activities and Give Back Programs**

Educate, activate and enjoy this back-to-school season with volunteerism programs, regional Spelling Bees and more!

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) is the place for back-to-school, announcing today several exciting new initiatives headlining the retailer's annual offering of exclusive fashion brands, family-oriented activities and charitable partnerships with Reading Is Fundamental<sup>(R)</sup>, DoSomething.org<sup>(R)</sup> and the new online web series, Wendy. From fashionable and affordable apparel to give-back programs, Macy's is your fashion and lifestyle destination this back-to-school season.

Macy's is the No.1 back-to-school shopping destination for kids, offering the latest trends in fashion and accessories, all at an affordable price. (Photo: Business Wire)

"With great fashion, reliable value and exciting events - Macy's is once again a popular one-stop destination for kids and teens getting ready for back-to-school," said Martine Reardon, executive vice president of marketing for Macy's. "We continue to introduce new brands to keep our assortment fresh and to develop compelling store events and cause programs that will get everyone excited about heading back into the classroom."

### **NEW BACK-TO SCHOOL BRANDS**

Macy's is the shopping destination for new brands this season, with fresh fashion appealing to young men and women that want to look original, effortless and authentic, as they head back to school this fall.

**MATERIAL GIRL** - This back-to-school season, Material Girl is launching new product categories to add excitement to its' already extensive assortment. Today's "Material Girl" will now be able to look good from head-to-toe with feminine, flirty and bold beauty items that allow experimentation and champion self-expression. From lip gloss and nail polish, to body lotion and body mist, teens will have everything they need to make a statement as they head back to class. The Material Girl beauty line was inspired by Lola's favorite bands, designers, fashion trends and style icons, including, of course, her mother. Acting as an expression of Lola's forward-thinking taste and fearless sense of style, this collection has been given the stamp of approval from the original Material Girl herself, Madonna. Priced from \$7 to \$20, Material Girl beauty will be sold in approximately 375 Macy's stores and online at [www.macys.com/mstylelab](http://www.macys.com/mstylelab) beginning mid-August. Other categories for the fall 2011 season will include denim, bedding and intimates, to be sold in approximately 125 Macy's stores. The Material Girl collection currently consists of apparel, swim, footwear, handbags and jewelry.

CHARMED BY MAIDENFORM - Launched this June, Charmed by Maidenform is available exclusively in 460 Macy's stores nationwide. The intimate line offers the ultimate in comfort and convertibility with fashionable and playful designs for girls ages 16 - 24. Bras start at \$26 for one, two-pack bras for \$40 and bandeau tops at \$18. Charmed by Maidenform also offers panties in sizes small through large, starting at \$8.50 or three for \$18.

JESSICA SIMPSON JUNIOR SPORTSWEAR - This August, young fashionistas will have the opportunity to dress like Macy's star Jessica Simpson. Expanding on her current clothing collection, Jessica Simpson will now offer sportswear to the junior consumer. With a more sophisticated feel, this collection offers pieces that are dressed up and ladylike, yet have a bit of funk and flair. With a lot of style, these are not your average suits or skirts, but 9-5 work wear that is updated and fresh. Selling on average from \$34 - \$98, with higher-end faux fur pieces selling up to \$129, key pieces will include tops, blazers, knits, sweaters and pants available in approximately 150 Macy's stores nationwide.

TOMMY GIRL - The Tommy Girl collection, which targets girls ages 12 - 18, features signature Hilfiger pieces such as Oxford shirts, polos and peacoats, all with a touch of fun and femininity. Sold on the juniors floors of Macy's, the collection will sit in a newly-designed shop environment reflecting the brand's preppy point of view and classically cool American heritage. Tommy Girl will be sold exclusively in 150 Macy's stores nationwide beginning July with prices ranging from \$32 for t-shirts to \$129 for outerwear.

#### FUN FAMILY EVENTS AND GIVE BACK PROGRAMS FOR THE BACK-TO-SCHOOL SEASON

Macy's will energize your in-store experience with exciting events that will get kids ready to learn this back-to-school season:

READING IS FUNDAMENTAL<sup>(R)</sup> - Macy's and Reading Is Fundamental (RIF) have joined together to launch Be Book Smart, RIF's largest customer-supported campaign held at Macy's stores nationwide. This effort, held at local Macy's stores during the back-to-school season, aims to raise money for local RIF programs and to provide reading resources to underserved children in an effort to raise awareness and support for children's literacy. The program also provides a great shopping incentive for families doing back-to-school shopping. Beginning June 24 - July 31, Macy's customers can give \$3 to help provide a book for a child and get \$10 off a purchase of \$50. Macy's will donate 100 percent of every \$3 to RIF. Since 2004, Macy's has raised more than \$16 million to support children's literacy.

MACY'S 6<sup>TH</sup> ANNUAL SPELLING BEE - Kids ages 8 through 11 can join Macy's and Reading Is Fundamental this back-to-school season to show how well they can S-P-E-L-L! The annual Spelling Bees will take place in 29 cities beginning Aug. 13 with a grand finale in Macy's Herald Square in NYC on Sept. 24. Each regional Spelling Bee champ will take home great prizes including a year of online learning from Kaplan Smart Track and a \$150 online gift card from Scholastic<sup>(R)</sup>. The winner of the Final Bee in NYC will receive a magical California vacation for a family of four including round-trip air travel, hotel accommodations and more, provided by Radio Disney<sup>(R)</sup>! The grand prize winner will also receive a \$5,000 Kaplan Tutoring Scholarship and a \$500 Scholastic online gift card. For more details and a complete listing of Macy's locations hosting the Spelling Bee, visit [www.macys.com/spellingbee](http://www.macys.com/spellingbee) (site will be live as of 8/15).

DOSOMETHING.ORG<sup>(R)</sup> - For the first time, Macy's is partnering with DoSomething.org, one of the nation's largest organizations that helps young people rock causes they care about by raising awareness, inspiring, empowering and celebrating a generation of doers who recognize the need to do something, believe in their ability to get it done and take action. As a driving force in creating a culture of volunteerism, DoSomething.org is on track to activate two million young people in 2011. Beginning Aug. 8 through Oct. 15, you can help raise money and spread the word by joining Macy's and DoSomething.org's "raise your phone and rock your cause" campaign. Customers can visit Macy's mstylelab departments (formerly juniors and young men's) to take part in the scan-to-donate program that celebrates and rewards youth activism. In return, Macy's will donate \$1, up to a total of \$250,000\*, to DoSomething.org. Customers who scan the code will trigger the \$1 donation and have the opportunity to find out ways to do more in their community. In addition to in-store efforts, customers can take part in a social media activation that helps youths "Raise your thumb. Rock your cause." For every "like" on the mstylelab Facebook page, Macy's will donate \$1, up to \$250,000, to DoSomething.org. (\*Total Donation of \$250,000 includes in-store scans and online Facebook activations.) DoSomething.org will reach out to all young people who participate in this program and are passionate about a cause to help them find ways to take action.

SCHOOL SPIRIT FACEBOOK ACTIVATION - Beginning July 28 through Sept. 10 "raise your thumb" for your school and the chance to win a \$25,000 classroom makeover by visiting [www.facebook.com/macys](http://www.facebook.com/macys). Become a fan of Macy's Facebook page and nominate your school, grades K-12, for the ultimate classroom upgrade! Visit [www.facebook.com/macys](http://www.facebook.com/macys) for complete details.

## BACK-TO-SCHOOL PARTNERSHIPS

Always "ahead of the curve," Macy's has created exciting youth-centric partnerships that focus on what's interesting to the teen and tween in your life.

WENDY - This back-to-school season, Macy's has partnered with Alloy Entertainment (the executive producers of *Pretty Little Liars* and *The Vampire Diaries*) to showcase the retailer's fashion offerings in the original web series, *Wendy*. A modern reimagining of a timeless story, *Wendy* is a romance about a girl who must choose between the boy she loves and the boy of her dreams. The series stars Meaghan Martin (*Camp Rock*, *Mean Girls 2*, *10 Things I Hate About You*) as Wendy and Tyler Blackburn (*Pretty Little Liars*) as Pete. Premiering Sept. 15 on Macy's youth-centric website [www.macys.com/mstylelab](http://www.macys.com/mstylelab), viewers will be able to watch a new webisode every Tuesday and Thursday until the season finale, which will premiere on Oct. 4.

Throughout August, fans can preview the series via special content, including a music video starring lead character Pete (with an accompanying free MP3 music download), and a "Behind the Scenes Style" video providing a first-hand look at how the wardrobes are created for each of the lead characters, giving viewers an exclusive peek at the hottest back-to-school fashion. Viewers will also get to know the actors and their overall experience shooting this innovative series via cast interviews posted in late August. Beginning July 28, fans that "Like the Look" can win the wardrobe of Wendy's stars: viewers that "like" [www.facebook.com/mstylelab](http://www.facebook.com/mstylelab) through Oct. 31 will be entered to win a \$1,000 shopping spree in New York. (For official rules, visit [www.facebook.com/mstylelab](http://www.facebook.com/mstylelab).) With the addition

of on-screen trend lists, viewers will get Macy's fashion recommendations based on the lead characters' signature style worn during each episode.

## MACY'S BACK-TO-SCHOOL TREND REPORT

This fall, kids are heading back-to-school in style with the latest fashions at an affordable price from Macy's. With must-have items for girls and boys, Macy's is your one-stop shopping destination for everything from denim to dresses to graphic tees. This season, girls get schooled in prep academy chic, with varsity jackets and collegiate sweatshirts taking center stage. Add some fun to your buttoned-up look with folk and Fair Isle accent trim and border detail in cropped jersey tees, woven shirting, lightweight sweaters and flirty skirts. As true fall dressing takes form, novelty tailored jackets and equestrian-print wovens look best when worn with flared denim. Not to forget the boys, varsity and pep squad-inspired tees paired with washed denim and topped with striped collegiate tops create the perfect back-to-school outfit. Bold graphic tees with Atari, Star Wars and other vintage screens look fresh this school year when worn with dark and rigid slim denim and topped with vibrantly colored plaid polos.

Visit [www.macys.com](http://www.macys.com) for more information on what's trendy for back-to-school and the fabulous promotions and special events that will take place beginning this July.

### 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](http://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<sup>(R)</sup> and the Macy's Thanksgiving Day Parade<sup>(R)</sup>, 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](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6796611&lang=en>

Source: Macy's, Inc.