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Macy's mstylelab Tour Debuts This Fall with Free Concert Series

15 city U.S. tour to feature Dev, The Ready Set, Motion City Soundtrack, Soulja Boy and more

NEW YORK, Aug 11, 2011 (BUSINESS WIRE) --

This fall, Macy's mstylelab is set to kick-off its second annual mstylelab Concert Tour, bringing intimate performances from top musicians to select Macy's stores across the country. All events will be free and open to the public at the mstylelab lounge in 15 Macy's stores nationwide. Participating artists include Dev, The Ready Set, Soulja Boy, Motion City Soundtrack, The Academy Is..., Easley, Cris Cab and other special guests to be announced.

As part of an exciting music program produced by FILTER Creative Group concert attendees will have the chance to uniquely connect with musicians while exploring the newly revamped mstylelab lounge. On display will be the hottest back-to-school styles and accessories from Macy's exclusive brands American Rag and Material Girl.

The mstylelab Concert Tour is currently scheduled to hit Macy's locations in Los Angeles, Sacramento, Seattle, Houston, Chicago, Detroit, Minneapolis, Boston, Long Island, New York City, New Jersey, Atlanta, Miami and Fort Lauderdale. Fans can find out additional information on the mstylelab Concert Tour, including event dates and which artists are performing at each stop by visiting facebook.com/mstylelab beginning August 8.

"Macy's is the fashion and lifestyle destination for the back-to-school season," said Amy Kule, Macy's group vice president of national events and partnership marketing. "For years, we've embraced the convergence of music and fashion in the retail experience. The mstylelab Concert Tour gives our young customers a chance for a unique, interactive and energetic in-store experience, while shopping the latest fashions from American Rag and other exclusive brands. Not only will they enjoy a free performance from some of today's hottest artists, but they'll leave Macy's ready to head back to class in style."

Offering trendy and affordable apparel and accessories from brands like American Rag, Material Girl and Jessica Simpson, mstylelab will have guys and gals looking original, effortless and authentic as they head back-to-school this fall. For great interactive and trend content for back-to-school, visit macys.com/mstylelab, an online destination dedicated to teens that combines pop culture topics with fashion. In addition to fashion trend videos and the ability to shop online, you can also find m.mix, where life meets fashion. Here teens can find the latest bands, music downloads, cool events, the ability to scope out mstylelab's Facebook social scene and watch the new web series WENDY, an online program from the executive producers of *Pretty Little Liars* and *The Vampire Diaries*.

For more information on Macy's or mstylelab visit:

www.macys.com

www.macys.com/mstylelab

www.facebook.com/mstylelab

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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.

About FILTER Creative Group

FILTER Creative Group is a fast-growing entertainment and lifestyle-marketing agency devoted to championing quality music, fashion, film, products, and services of substance. FILTER has implemented marketing and advertising campaigns for numerous major companies, including Toyota, Macys, Dickies, Nike, Universal, Warner Brothers, Capitol Music Group, Interscope Records, Columbia Records, Fuse, VH1, Comedy Central, Ben Sherman, Landmark Theatres, Converse, and many others. FILTER Creative Group also has a publishing company that produces the international music magazine, FILTER. For more information please visit www.FILTERcreativegroup.com.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6827773&lang=en>

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