

January 29, 2009



Macy's Thanks for Sharing Holiday Rewards Campaign Raises Unprecedented \$14.7 Million For Charity

Macy's Holiday Give-Back Campaign Benefits American Heart Association's Go Red For Women, The Make-A-Wish Foundation and Regional Charities

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) 2008 national Thanks For Sharing holiday gifts rewards program reached a record-breaking \$14.7 million to be donated to designated charities across the country. Macy's began the nationwide program in late September, allowing customers to give back to charities in their local communities when they enrolled in the program at their favorite Macy's store and online at macys.com/thanksforsharing. Thanks for Sharing has benefited communities nationwide with more than \$51 million in the last six years.

Thanks for Sharing beneficiaries include two national charities - the American Heart Association's "Go Red For Women" movement to promote heart health for women, and the Make-A-Wish Foundation to help grant the wishes of children with life-threatening medical conditions. In addition, regional organizations including Susan G. Komen for the Cure, March of Dimes, Big Brothers Big Sisters, Feeding America, and Local Boys and Girls Clubs, are chosen as recipients of the program by the four Macy's divisions.

"Thanks For Sharing is one of the ways that Macy's and our customers can give back to the community by raising funds for organizations that do important work locally and nationally," said Terry J. Lundgren, Macy's, Inc. chairman, president and chief executive officer. "Since the program's start in 2003, we have seen enthusiasm from our associates and customers grow substantially each year, with contributions in 2008 just shy of \$15 million."

For each Thanks for Sharing program member Macy's makes a \$10 donation, with the first \$1.5 million raised to benefit Macy's sponsorship of the Go Red For Women Campaign. Additional funds raised benefit the Make-A-Wish Foundation and participating regional charities. Beginning in February, individuals enrolled in Thanks For Sharing will receive their accumulated rewards in the form of a special Macy's Gift Card that can be used toward future Macy's purchases.

Macy's Thanks for Sharing debuted as a Macy's initiative in 2003 - a distinctive effort from which customers benefit during the holiday season, and charities benefit throughout the year. For a one-time \$25 enrollment fee, Macy's cardholders can earn rewards equal to 10 percent off on most Macy's and macys.com net purchases that are made with their Macy's credit card during the holiday shopping season.

About The American Heart Association's "Go Red For Women" campaign

Macy's is a proud national sponsor of the American Heart Association's Go Red For Women Campaign. As a lead sponsor of Go Red For Women, Macy's supports the movement through sponsorship dollars, exclusive merchandise sales and a variety of fundraising events. The first \$1.5 million raised by Macy's Thanks For Sharing program will benefit Go Red For Women. Since the partnership began, the AHA has received a total of \$18 million from the full scope of Macy's sponsorship initiatives, as well as substantial national exposure through stores, advertising and online real estate.

About The Make-A-Wish Foundation

The Make-A-Wish Foundation grants the [wishes](#) of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. Founded in 1980 when a group of caring volunteers helped a young boy fulfill his dream of becoming a police officer, the Foundation is now the largest wish-granting charity in the world, with 66 [chapters](#) in the United States and its territories. With the help of generous donors and nearly 26,000 [volunteers](#), the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 174,000 wishes in the United States since inception. For more information about the Make-A-Wish Foundation, visit www.wish.org and discover how you can share the power of a wish^(R).

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. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by four regionally based retail divisions - Macy's East, Macy's Florida, Macy's Central and Macy's West - and an online store at macys.com.

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

Source: Macy's