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Macy's Backstage Pass Returns This Fall to Enhance the Consumer Shopping Experience via Mobile Technology

Macy's custom-designed QR codes are once again set to inspire and deliver engaging trend and fashion tips from Macy's stable of star designers including Kenneth Cole, Sean "Diddy" Combs, Tommy Hilfiger, Michael Kors, Rachel Roy, Jessica Simpson and Martha Stewart

New elements of the campaign include a celebrity television spot, as well as chances to win daily shopping sprees of up to \$500

NEW YORK, Aug 08, 2011 (BUSINESS WIRE) --

This season, Macy's (NYSE:M) mobile magic continues with the next evolution of the retailer's consumer strategy, Find Your Magic_2.0. With the mantra of helping customers put it all together to assist in understanding and navigating seasonal trends, Macy's Backstage Pass, the company's customized mobile code program, will return to build upon this past spring's successful launch. Starting Aug. 8, Macy's Backstage Pass will debut even more engaging video content that delivers trend and helpful advice, straight from Macy's stable of star designers and industry experts. In addition to essential tips, customers will have the chance to instantly win daily shopping sprees worth up to \$500, wherever a Macy's Backstage Pass appears, whether in-store, print or online.

"This past spring we introduced QR code technology to our customers via Macy's Backstage Pass and focused not only on delivering fun and informative video content via their mobile phones, but also on educating consumers on this new way of engaging with us," said Martine Reardon, Macy's executive vice president of Marketing. "This new layer of communication between Macy's and shoppers delivers an enhanced in-store shopping experience and creates new opportunities for personal interaction. For the next phase of this campaign, we will usher in a new series of interactive videos and provide extra incentives for customers who scan the Backstage Pass."

Macy's Backstage Pass codes deliver 30-second films to users' mobile phones that provide fashion inspiration, advice and tips. Featured designers and experts for the fall campaign include Kenneth Cole, Sean "Diddy" Combs, Tommy Hilfiger, Michael Kors, Rachel Roy, Jessica Simpson, and Martha Stewart. Additionally, Macy's will also deliver content focused on home, men's, young contemporary and cosmetics trends.

As part of Macy's continued QR code technology education effort, a new Macy's Backstage Pass television spot will debut that will not only touch upon how QR codes work, but will also entice customers to use them by alerting them to the content featured and the chance to win Macy's shopping sprees. Starring Sean "Diddy" Combs, Tommy Hilfiger, Rachel Roy, Jessica Simpson and Martha Stewart, the 30-second spot begins airing nationwide in mid-

September. In addition to the broadcast advertising, Macy's Backstage Pass codes prominently embedded into Macy's iconic red star will be featured throughout stores in branded displays and within print advertising.

To provide wide accessibility to Backstage Pass content, Macy's will continue to offer an informative demonstration video called "How to use Macy's Backstage Pass." The video will be accessible to customers on the go by texting "learn" to MACYS (62297)*, or on www.macys.com/backstagepass sitelet, Macy's Facebook page (www.facebook.com/Macys) and via Macy's YouTube channel (www.youtube.com/Macys). Smartphone users without a QR reader application installed can get a free* scanner download by texting "reader" to MACYS (62297). Shoppers with phones that are not equipped with the necessary cameras to scan the codes can receive the content via MMS (multimedia message) by texting the keyword found beside each Backstage Pass to MACYS (62297).

The return of Macy's Backstage Pass mobile phone initiative is the latest example of the retailer's embrace of mobile and social marketing technology. As previously announced, this September Macy's will be among the first retailers to launch Google Wallet, the NFC-enabled mobile payment system in five markets including New York, Los Angeles, Chicago, San Francisco and Washington, D.C. In addition, the retailer continues its relationship with Shopkick on their mobile application platform that allows users to earn points for checking in at stores and to receive special offers from participating retailers.

JWT New York developed the Macy's Backstage Pass campaign in conjunction with Macy's.

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.

*Standard messaging and data rates may apply.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6821796&lang=en>

SOURCE: Macy's

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