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macy's inc

Macy's Hearts Peanuts®

This holiday season, Macy's celebrates PEANUTS as the retailer partners with the iconic entertainment brand in celebration of its 65th anniversary and the 50th anniversary of the holiday classic, "A Charlie Brown Christmas"

NEW YORK--(BUSINESS WIRE)-- This November, the PEANUTS® gang takes center stage at Macy's (NYSE:M) for the holiday season in celebration of their 65th anniversary and the golden anniversary of the classic holiday animated special, "A Charlie Brown Christmas." A collaboration that is sure to delight generations of fans who have grown up with PEANUTS beloved characters and stories, this holiday season at Macy's, the world-famous characters will be showcased with a collectible plush and exclusive themed merchandise as inspiration for Macy's famed holiday windows and via a new float in the 89th Annual Macy's Thanksgiving Day Parade®.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20151026005235/en/>



"Together Macy's and PEANUTS have a long history of entertaining generations of fans, dating back to the first-ever Snoopy balloon in the 1968 Macy's Thanksgiving Day Parade," said Amy Kule, group vice president, Macy's Parade & Entertainment Group. "This year, we are celebrating the milestone anniversaries of this American treasure by putting Peanuts and its beloved characters front and center during the holidays at Macy's, with featured roles in a host of our most beloved holiday traditions – from our collectible plush and animated holiday windows to our iconic Thanksgiving Day Parade."

"Peanuts and Macy's are two brands that are essential to celebrating the holidays – it just isn't the holiday season until you

This Holiday Season, PEANUTS(R) is the word at Macy's as the retailer partners with the iconic entertainment brand in celebration of its 65th anniversary and the 50th anniversary of the holiday classic "A Charlie Brown Christmas." As part of the collaboration, a new Snoopy collectible plush will be available at stores nationwide, starting Nov. 2. (Photo: Business Wire)

see Snoopy soar down the streets of Manhattan in the Macy's Thanksgiving Day Parade and watch Charlie Brown decorate his pathetic tree in 'A Charlie Brown Christmas,'"

said Leigh Anne Brodsky, managing director of Peanuts Worldwide. "This year, as we celebrate the 50th anniversary of 'A Charlie Brown Christmas,' that connection will be even stronger as Snoopy and his sister, Belle, star as the collectible plush package and the Peanuts gang is featured in Macy's windows around the country."

Kicking off the holiday celebration will be PEANUTS iconic beagle Snoopy, who will serve as the 2015 Macy's Holiday Ambassador. Starting Nov. 2, an exclusive Snoopy collectible plush featuring his sister Belle will be available at more than 600 full-line Macy's stores and on macys.com. The huggable plush features Snoopy dressed in a warm holiday hat and vest along with a bonus backpack clip of his sister Belle. For two decades, Macy's collectible plush program has featured some of the most recognizable characters in history. Selected to highlight the family fun and excitement that awaits shoppers at Macy's stores during the holiday season, Snoopy makes his fifth appearance as the Official Holiday Ambassador. The Snoopy plush will be in stores through the end of the holidays and will be available for \$15.95. As part of his duties as Holiday Ambassador, Snoopy will be featured in a host of holiday collateral at Macy's, including posters and custom-designed shopping bags distributed nationwide throughout the holiday season. In addition, Snoopy cold-air inflatable balloons will adorn marquee entrances at Macy's flagships in New York City and San Francisco, and he will be a featured character at a series of in-store special children's events from coast-to-coast.

To help shoppers get into the PEANUTS holiday mood, special merchandise displays at eight locations across the country will sprout for the season featuring an exclusive assortment of PEANUTS product. From a miniature version of the famed Charlie Brown Christmas Tree to books, lunch boxes, totes and tees, a perfect PEANUTS-themed gift awaits the fan in your family at Macy's. PEANUTS holiday pop-up displays will open in early November at Macy's Herald Square (New York City), Macy's Center City (Philadelphia), Macy's State Street (Chicago), Macy's Union Square (San Francisco), Macy's Dadeland (Miami), Macy's Del Amo (Torrance, CA), Macy's Mission Viejo (Orange County, CA), and Macy's Brea (Orange County, CA).

The fun continues as PEANUTS takes over as the theme of Macy's famed, animated holiday window displays. Celebrating "A Charlie Brown Christmas," the Broadway windows at Macy's flagship store at Herald Square in New York City will debut incredible animated scenes from the iconic television special marking its 50th anniversary this year. Additionally, "A Charlie Brown Christmas" is the theme that will decorate the holiday windows at Macy's downtown stores in Boston, Chicago, Philadelphia, Salt Lake City, San Francisco and Washington, D.C.

Rounding out the spectacle will be a new Snoopy's Doghouse float debuting this year in the 89th Annual Macy's Thanksgiving Day Parade. Featuring many familiar sights from the animated classic, "A Charlie Brown Christmas," the float highlights signature elements of the special, including Snoopy's dog dish brimming with delicious bones, an oversized version of

Charlie Brown's Christmas Tree and of course, Snoopy's ornately decorated doghouse. Along for the ride on the new float will be Charlie Brown, Lucy and Linus, who will keep an eye out on Snoopy as he takes flight once again with his pal Woodstock as a giant character helium balloon for his own record-breaking 39th appearance in the holiday procession.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 775 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers 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® and the Macy's Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$69 million each year to help make a difference in the lives of our customers.

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

About PEANUTS Worldwide:

The PEANUTS characters and related intellectual property are owned by Peanuts Worldwide LLC, a joint venture owned 80% by Iconix Brand Group, Inc. and 20% by members of the Charles M. Schulz family. Iconix Brand Group, Inc. owns, licenses and markets a growing portfolio of consumer brands including: CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R), RAMPAGE (R), MUDD (R), MOSSIMO (R), LONDON FOG (R), OCEAN PACIFIC (R), DANSKIN (R), ROCAWEAR (R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R), WAVERLY (R), ZOO YORK (R), ED HARDY (R), SHARPER IMAGE (R), UMBRO (R), LEE COOPER (R), ECKO (R), and MARC ECKO (R). In addition, Iconix owns interests in the ARTFUL DODGER (R), MATERIAL GIRL (R), PEANUTS (R), TRUTH OR DARE (R), BILLIONAIRE BOYS CLUB (R), ICE CREAM (R), MODERN AMUSEMENT (R), and BUFFALO (R) brands. The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and worldwide. Through its in-house business development, merchandising, advertising and public relations departments Iconix manages its brands to drive greater consumer awareness and equity.

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Macy's Media Relations

Orlando Veras, 646-429-7450

orlando.veras@macys.com

or
Peanuts Worldwide
Melissa Menta, 212-293-8506
mmenta@peanuts.com

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