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## The Magic of Macy's Goes International

Beginning June 27, macys.com launches shipping services to 91 nations worldwide

NEW YORK--(BUSINESS WIRE)-- Today, Macy's (NYSE:M) announces the launch of international shipping on its e-commerce site, macys.com, to 91 countries in Africa, Asia, Australia, the Caribbean, Europe, the Middle East, North and South America. With the commencement of overseas shipping, macys.com's international customers will be able to shop a broad assortment of apparel for him, her and the kids, as well as jewelry, home products and more. To offer this frequently requested service for customers, Macy's has partnered with FiftyOne, the leading provider of international e-commerce services and infrastructure to U.S. retailers.

"International shipping will enable Macy's to build upon its existing customer base beyond the United States by exposing our product offerings abroad," said Kent Anderson, president of macys.com. "In 2010, non-U.S.- based shoppers accounted for 36 million visits to macys.com; the prospect of satisfying the demands of this consumer is an exciting business opportunity for us. It also provides Macy's with a global platform on which to build our reputation as a source for great fashion and value."

"FiftyOne is really pleased to be working with Macy's to help serve international consumers," said Michael DeSimone, chief executive officer of FiftyOne. "For over a century, people from all over the world have come to visit Macy's legendary flagship store in Herald Square. With our new global partnership in place, we can now bring Macy's to those very same consumers, in their own homes, and in virtually every corner of the globe. That represents a seismic shift in how one of the world's leading retail institutions is able to market and sell internationally," he concluded.

The shopping experience on macys.com offers customers a seamless changeover from domestic to international view. International customers in participating countries will automatically be transitioned to their local currency as they browse the assortment. Once customers are finished selecting items for purchase, the system will automatically provide the final price for the merchandise including all shipping-related costs. An important feature of this service is that an exact quote of duties/tariffs that may pertain to the shipping of these goods will be available to the customer prior to completing the transaction. Customers often criticize the hidden costs of international shopping, as import tariffs and fees are generally imposed later in the ordering process, sometimes after the item has arrived at the foreign destination. This will not be the case with macys.com. Customers who shop on macys.com and select the international shipping option will understand and provide full payment for the entire transaction at one time.

Macys.com began a successful pilot program for international shipping several weeks ago, with the initial launch of deliveries to Australia, Canada and the United Kingdom. Today, 88 additional countries will join the global e-commerce initiative including Antigua and Barbuda, Argentina, Austria, Bahrain, Bangladesh, Barbados, Belgium, Belize, Bolivia, Brazil, Brunei,

Bulgaria, Cambodia, Chile, China, Colombia, Costa Rica, Cyprus, Czech Republic, Denmark, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, Finland, France, Germany, Greece, Grenada, Guatemala, Haiti, Honduras, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Jordan, Kuwait, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Macau, Maldives, Mexico, Monaco, Morocco, Nepal, Netherlands, New Zealand, Nicaragua, Norway, Oman, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Romania, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Suriname, Sweden, Switzerland, Taiwan, Thailand, Trinidad and Tobago, Turkey, Ukraine, United Arab Emirates, and Vietnam. International shipping is also available to domestic shoppers who wish to send items abroad to these select locations.

While the majority of product assortment sold on macys.com will be available for international shipping, some product categories and lines are exempt. They include cosmetics, fragrances, furniture, mattresses, appliances and select accessories and apparel. With varying laws, global vendor partnerships and even electricity standards across the spectrum of 91 different nations, Macy's is unable to sell some products internationally.

With the launch of global e-commerce on macys.com, the magic of Macy's will extend across borders to reach millions of customers around the world, who will now be able to experience and enjoy Macy's unparalleled selection and superior value.

#### 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<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).

#### About FiftyOne

FiftyOne empowers leading U.S. retailers to utilize their existing ecommerce infrastructure and online shopping experience to market, sell, and fulfill merchandise to international shoppers with absolute cost certainty. FiftyOne manages all aspects of the international order life cycle, including multi-currency pricing and payment processing, landed cost calculation, customs clearance and brokerage, international fraud management, international logistics orchestration, and customer-experience parity. FiftyOne is powering international ecommerce for many leading U.S. retailers, including Barneys New York, Bloomingdale's, Brookstone, Crate and Barrel, Drugstore.com, Johnson & Murphy, Macy's, Overstock.com, Sears, Shoes.com, Tilly's, and True Religion. The company is headquartered in New York City. For more information, visit [www.fiftyone.com](http://www.fiftyone.com).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?>

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Source: Macy's