

December 7, 2009



Macy's Declares National Believe Day - Friday, December 11th

- Macy's Is "Calling All Virginias" for Special Gift
- Macy's Believe Street Teams Reward Do-Gooders with Bonuses in Select Cities
- Yes, Virginia Animated Special Premieres on CBS

NEW YORK--(BUSINESS WIRE)-- To acknowledge the spirit of generosity and goodwill, Macy's (NYSE:M) has declared Dec. 11, 2009 National Believe Day. As part of Macy's nostalgic Believe campaign inspired by the New York Sun's famous Yes, Virginia, there is a Santa Claus editorial from 1897, National Believe Day's purpose is to spread the season's message of joy and kindheartedness toward others.

To celebrate the occasion, National Believe Day activities on December 11 will include:

Believe Across America - In select cities across the country, Macy's will generate street-level excitement about National Believe Day with 19th Century newsboy street teams that will reward Believers-in-action with Macy's Believe Bonuses (\$25 Macy's gift cards).

At all stores, customers can mail letters to Santa at Macy's. For each letter received, Macy's will donate \$1 to the Make-A-Wish Foundation(R) up to \$1 million.

Calling All Virginias - In honor of Virginia O'Hanlon and the famous New York Sun editorial that inspired Macy's Believe campaign, Macy's is inviting all Virginias to stop at the Believe Station at their local store on Dec. 11 for a special holiday gift. (Gift is a \$10 Macy's gift card. Offer runs from 8 a.m. to 6 p.m. while supplies last.)

Yes, Virginia Animated Special Premieres on CBS - Building on the story of young Virginia O'Hanlon's letter to the editor of the New York Sun, CBS will premiere a new original animated special called Yes, Virginia on National Believe Day, Dec. 11 at 8 p.m. ET/PT. Based on a true story, the special takes us on a charming journey about the existence of Santa Claus and the curiosity amongst believers. During the creation of Yes, Virginia, a special wish was fulfilled for 10-year-old Wish kid Taylor Hay - whose voice and likeness were captured for one of the characters.

The film stars the voices of Neil Patrick Harris, Jennifer Love Hewitt and Alfred Molina.

Yes, Virginia was created and produced by Macy's and JWT in conjunction with The Ebeling Group and MEC Entertainment, a division of Mediaedge:cia.

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.

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 65 [chapters](#) in the United States and its territories. With the help of generous donors and nearly 25,000 [volunteers](#), the Make-A-Wish Foundation grants a wish every 40 minutes and has granted more than 185,000 wishes in the United States since its inception. For more information about the Make-A-Wish Foundation, visit wish.org and discover how you can share the power of a wish^(R).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6115278&lang=en>

Source: Macy's, Inc.