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Macy's Announces Enhancements to Online Wedding and Gift Registry

CINCINNATI--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced enhancements planned for its online Wedding & Gift Registry, beginning Feb. 1.

On that date, online hosting and management of the Macy's Wedding & Gift Registry will begin to transition to macys.com from WeddingChannel.com (operated by The Knot Inc.). Existing registries at Macy's will remain in place and unaffected. Registered couples and their guests can continue to access registries through macys.com, as can newly engaged couples seeking to register for upcoming weddings.

(Note: a similar transition of The Registry at Bloomingdale's to bloomingdales.com from WeddingChannel.com will begin on March 1. Going forward, Macy's and Bloomingdale's will be affiliate registry partners of The Knot through its patented registry search platform on WeddingChannel.com.)

"In the past, customers shopping the Macy's registry online had a different experience than those shopping macys.com because it was managed on a separate system. By hosting the registry within our own site, we can provide customers with a seamless shopping experience," said Peter Sachse, chairman of macys.com and chief marketing officer of Macy's. "Customers can shop for registry gifts, as well as for non-registry items, on the same visit to macys.com. We believe this will help attract and serve customers better as the number of registries is expected to grow in the years ahead as the population of marriage-aged consumers increases."

Couples registered at Macy's, as well as their guests, will experience the enhanced functionality of macys.com, including:

- Ability to view an extensive library of informative product videos and buying guides to make choosing a gift easier;
- Access to "Find It In Store," a system that allows an online shopper to identify if an item is in stock in nearby Macy's stores;
- Access to reviews of each product available, as posted by other customers;
- An efficient and simplified checkout process;
- Participation in macys.com's sales and free or discounted shipping promotions.

Macy's offers one of the leading wedding and gift registries in America. Its online registry is integrated with Macy's stores nationwide to facilitate shopping across channels. The company currently is piloting enhancements to the in-store registry, including a walk-up Internet bar and a sit-down consultation area reminiscent of a concierge.

Also in 2010, Macy's will continue to host Sip & Scan(TM) events in 500 stores across the

nation in partnership with The Knot Inc. These events are intimate affairs where couples are invited into Macy's stores for an evening of fun. With a mocktail in one hand and scanner in the other, couples make their gift selections while having a great time.

Macy's, Inc., with corporate offices in Cincinnati and New York, is one of the nation's premier retailers, with fiscal 2008 sales of \$24.9 billion. The company operates about 850 department stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's and Bloomingdale's. The company also operates macys.com and bloomingdales.com. Prior to June 1, 2007, Macy's, Inc. was known as Federated Department Stores, Inc.

All statements in this press release that are not statements of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements are based upon the current beliefs and expectations of Macy's management and are subject to significant risks and uncertainties. Actual results could differ materially from those expressed in or implied by the forward-looking statements contained in this release because of a variety of factors, including conditions to, or changes in the timing of, proposed transactions, prevailing interest rates, changes in expected synergies, cost savings and non-recurring charges, competitive pressures from specialty stores, general merchandise stores, manufacturers' outlets, off-price and discount stores, new and established forms of home shopping (including the Internet, mail-order catalogs and television) and general consumer spending levels, including the impact of the availability and level of consumer debt, the effect of weather and other factors identified in documents filed by the company with the Securities and Exchange Commission.

(NOTE: Additional information on Macy's, Inc., including past news releases, is available at www.macysinc.com/pressroom).

Source: Macy's, Inc.