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Macy's Hosts "Open Call" for Designers

Apparel and Accessories Designers Have the Opportunity to Be Seen by a National Retail Chain

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) has announced a new program, "Macy's Open Call," created to offer apparel and accessories designers, who are not yet Macy's vendors, the opportunity to introduce their work to Macy's Fashion Office. Designers, who must be at least 18 years old and use EDI compliant manufacturing facilities, will be invited to apply online from January 15th to January 31st by completing the online application, which will be available at macysinc.com/opencall. The Open Call will be held on February 25 and 26, 2010, at Macy's Herald Square in New York City.

Macy's Open Call will identify talented, professional designers, practicing anywhere in the United States. Macy's Fashion Office is looking for designers whose creations will enhance Macy's fashion assortments and bring innovative fashion to Macy's customers. In addition to giving designers a chance to promote their work to Macy's fashion directors, buyers and merchandisers, the Open Call will also afford each designer with a private review from Macy's fashion directors of the designer's work, which will be evaluated on the basis of quality/value, styling/trend and fit/lifestyle. Designers will also have a chance to network in an exciting, casting call environment with other Macy's executives and participating designers.

"With more than 150 years of leadership in the fashion industry, Macy's is continuing to invest in new endeavors that focus on inspiring our customer," said Nicole Fischelis, Macy's GVP Fashion Director. "The Macy's Open Call program confirms our commitment to featuring the latest trends by finding up-and-coming talent who can offer us product and design perspectives that are fresh and original. It is an exciting opportunity for us to help nurture the careers of designers by elevating them onto the mainstream fashion stage."

Designers are being asked to submit information with respect to their work in the following product categories, with the intent of their work being sold under their individual brands and not as a Macy's private brand: women's apparel, men's apparel, shoes, handbags, fashion accessories, jewelry and beauty.

Designers are welcome to visit macysinc.com/opencall for more information and are asked to not send any unsolicited samples or other materials to Macy's and to comply with the application instructions in order to permit Macy's to invite as many qualified designers as possible to the Open Call.

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. Building on a 150-year tradition, 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 and 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.

Source: Macy's, Inc.