

January 28, 2010

macy's inc

## **Tweet Your Love Macy's Invites You to Romance Your Sweetheart in 140 Characters (or Less!) this Valentine's Day**

**The "Sweetest Tweets" Will Be Showered with Diamonds Daily between Feb. 1-14**  
NEW YORK, Jan 28, 2010 (BUSINESS WIRE) -- This Valentine's Day is all about the "Sweetest Tweets," original love notes in 140 characters or less that epitomize modern romance. Macy's (NYSE:M) invites the lovestruck to tweet their most romantic words of love this Valentine's Day for a chance to be gifted with diamonds. From February 1st through February 13th, Macy's will award a diamond pendant set to the sweetest tweet posted on Twitter using #SweetestTweets in the message. On February 14th the most swoon-worthy tweet will be chosen to receive the grand prize - a three-stone diamond ring that will serve as the perfect gift for the lucky sweetheart who inspired cyberspace poetry.

Whether humorous or tender, a secret confession or a proclamation of everlasting love - the Sweetest Tweets will set the twitterverse aflutter. Visit [www.macys.com/tweets](http://www.macys.com/tweets) for details.

"Valentine's Day is all about expressing love and devotion to friends and family," said Martine Reardon, Macy's executive vice president of Marketing. "There isn't a better way to express those emotions than connecting with the people in your life in fun, unique and modern ways. The Sweetest Tweets can be about a declaration of love or about thanking your loved ones for always being there. The possibilities are endless."

Once in the romantic mood, select the perfect gifts that complement the thoughts conveyed in your love tweet. Spoiling your sweetie is made easy with pink and red products that shout, "I love you!" Celebrate this magical day with over-the-top glitz and glam gifts that will make it an occasion to remember.

"From jewels and fragrances to cashmere, lingerie and chocolate, Macy's has everything your valentine will want at an affordable price," said Nicole Fischelis, Macy's fashion director.

### **Gift Ideas For Your Valentine**

For the Romantic who needs a little extra help in the gift selection department, Macy's has a few ideas for the perfect gift that always say the right things.

**Luxurious Fragrances** - Love is in the air, so buy your sweetheart something to keep them smelling irresistible all year round. At the heart of Chanel's Mademoiselle, Dior's J'Adore and Yves Saint Laurent's Parisienne fragrances is the essence of femininity that ensure your lady will feel confident. Indulge your man with a scent that is timeless and can be used for every occasion, like Givenchy's Play or Calvin Klein's Euphoria.

**Fabulous Jewelry** - While diamonds are a girl's best friend, gold and silver are always

welcome for him. Spoil her rotten with an Effy Collection ruby and diamond heart pendant necklace and matching earrings. If purple is more her color, gift her with a beautiful statement amethyst necklace that will be sure to get everyone's attention. A dapper watch from Citizen will have him feeling fly and on time this Valentine's Day.

**Flirty Pajamas** - Silky smooth or racy and lacy, sleepwear is a must for this special holiday. From pretty in pink Alfani sleepwear sets, to sexy lingerie from Jezebel, everyone woman will feel attractive and desired.

**Fancy Sweets** - With chocolate so rich and creamy, filling her sweet tooth is made easy with Macy's famous Frango Mints. With every bite, these mints deliver amazing flavor that will be her favorite for years to come. Choose the chocolates that melt in her mouth and are as sweet as your sweetie.

**Lavish Home** - Pamper your sweetheart this Valentine's Day with home goods that will make you not want to leave the house. Start with updating your bedding to give your boudoir a sophisticated feel with Style & Co bedding collections. Move on to bathroom accessories like plush towels from Hotel Collection and bathrobes from Lacoste, that make getting out of a bath the best part of your day. The Martha Stewart Collection Entertaining Picnic Set will help you finish off your day with an intimate fireplace picnic for two.

For more information and official rules on Macy's Sweetest Tweets, please visit [www.macys.com/tweets](http://www.macys.com/tweets). For more gift giving ideas that will make your loved ones feel appreciated this Valentine's Day, visit your local Macy's or [macys.com](http://macys.com).

## **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](http://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).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6158985&lang=en>

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