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New Exclusive Brands Launch at Macy's for Spring

Macy's Offers New Affordable Fashion Collections from Some of Today's Most Popular Designers

NEW YORK--(BUSINESS WIRE)-- As a leader in bringing exclusive distribution lines to consumers, Macy's (NYSE:M) will roll out four new fashion brands and two home line expansions this spring. From couture to celebrity designers, the new collections will include:

- Ellen Tracy - women's better sportswear that is modern and aspirational
- Threads & Heirs - men's casualwear featuring a capsule collection by couture designers Ruffian
- Kouture by Kimora - of-the-moment looks for young trendsetters
- mstylelab - fashion jewelry and hair accessories for the young contemporary shopper
- Vida for Espana by Eva Mendes - brand extension to casual Latin-inspired dinnerware
- Martha Stewart Collection - brand extension to mattresses with styles in multiple comfort choices

The new collections will begin arriving in select stores in March and April, and represent the newest examples of outstanding fashion goods at a great value, available only at Macy's.

Also, just announced for fall 2010 is an exclusive strategic alliance with Kenneth Cole Productions, Inc. under which Macy's will be the sole department store retailer of the new Kenneth Cole REACTION men's sportswear line within the United States and its territories.

"Customers come to Macy's for the best brands and the latest ideas in style. By adding Ellen Tracy, Threads & Heirs, mstylelab, Kouture by Kimora and Kenneth Cole REACTION men's (fall season) to our exclusive fashion assortments, and by extending into new categories within popular home brands Martha Stewart Collection and Vida by Eva Mendes - we are continuing to offer fresh and interesting merchandise that consumers won't find in other stores," said Jeff Gennette, Macy's Chief Merchandising Officer. "This spring represents one of our strongest seasons of exclusive launches ever."

NEW EXCLUSIVE FASHION BRAND LAUNCHES

Ellen Tracy

Beginning this March, notable fashion brand Ellen Tracy will begin selling exclusively in 105 Macy's stores nationwide, with an additional 45 stores to be added in the fall. For the first time, this aspirational fashion brand will offer chic, modern separates at a more affordable price, retailing from \$30 to \$150 versus \$70 to \$1500 - an average of 65 percent less. With everything from glamour pieces to the covetable white shirt, the new line for Ellen Tracy delivers fashion that is fit flattering and lifestyle friendly.

Inspired by the everyday woman, the new Ellen Tracy collection represents designer product that addresses the modern woman's need for dynamic pieces. Designed for a self-assured, independent and spontaneous female, each piece represents a different part of her life. Striking the perfect balance between youthful attitude and grown-up glamour, the Ellen Tracy customer can create a whole wardrobe from this collection. Key items will include your basic white shirt, leggings, slim pants and tunic dresses. Living in the Macy's better sportswear section, Ellen Tracy will fill a gap between Macy's private brand and bridge classifications. The Ellen Tracy collection will be available in select Macy's stores and on macys.com.

Threads & Heirs

Available in 200 Macy's stores nationwide and on macys.com beginning March 2010, the Threads & Heirs collection offers a modern style sensibility and delivers desirable men's fashion at an affordable price. Produced by LF USA's Oxford Collections and designed in part by acclaimed luxury designers and New York fashion darlings Ruffian, the Threads & Heirs line reaches the man that expects the latest looks in quality fabrications. Positioned to offer great value, the line consists of tops and jackets ranging from \$24 for a t-shirt to \$99 for a jacket. Developed to respond to the 20- to 40-something male, Threads & Heirs strikes a chord with the man who cares about what he looks like and is style and label conscious but price sensitive. With a casual sensibility the Threads & Heirs label aims to provide cool style with a slim silhouette and unique trimmings. Threads & Heirs will be available in select Macy's stores and on macys.com.

Kouture by Kimora

Fashion designer Kimora Lee Simmons will launch a new line - Kouture by Kimora - exclusively at 150 Macy's stores in March 2010, with another 150 stores to follow in May 2010. Geared toward the global juniors consumer, Kouture by Kimora offers chic fashions aimed at the budget fashionista and provides body-loving looks with all the eye-catching embellishments and fabrications of today's trends. Vibrant colors and energetic prints reflect Kimora's signature flair and sense of confidence. Appealing to trend lovers, this youthful brand captures the attention of young women who value styling as much as they do smart spending. Prices range from \$24 to \$40 with styles including retro jackets, off-shoulder blouses, fun rompers and flirty dresses. Kouture by Kimora will roll out to select Macy's stores in March and May with more exciting pieces to come in Fall 2010.

mstylelab

mstylelab, a contemporary accessories brand, will launch this April in 150 Macy's stores nationwide. Merchandised in the junior's department, mstylelab will offer affordable jewelry and hair accessories ranging from \$6 - \$40. Created for the young contemporary woman, mstylelab offers stylish product that addresses today's need for fast fashion at a great price. With trends driving the design sensibility, this collection offers a variety of items from necklaces and earrings to bracelets, rings and headbands. Keeping in mind this customer's desire for product inspired by trends off of the runway, mstylelab is off-the-chart fashion forward. mstylelab can be found exclusively in Macy's Junior's department beginning April 2010.

Kenneth Cole REACTION (for Fall 2010)

The new REACTION men's sportswear collection will be geared toward cool millennial men with an energetic, downtown sensibility. It will include a special focus on denim, graphic tees, and woven shirts, and will appeal to a younger, more casual and price-conscious consumer than the more sophisticated Kenneth Cole New York collection. This new line will build on the historical success of REACTION at Macy's in other men's classifications, including footwear, outerwear, tailored clothing, dress shirts and ties, classification pants, bags and luggage, small leather goods, belts, men's jewelry, sunglasses and fragrance. With the addition of the men's sportswear category, REACTION will now be able to offer the Macy's man a complete lifestyle collection that satisfies his wardrobe needs from work to weekend.

The new collection will launch in September 2010 in 150 Macy's stores and online at macys.com. It is ultimately slated to grow to 550 doors, consistent with the existing REACTION brand penetration in other categories. The launch will include a roll out of new REACTION shop-in-shops in prime locations in Macy's stores across the country.

NEW EXCLUSIVE HOME LINE EXPANSIONS

Martha Stewart Collection - Mattresses

This March, Martha Stewart introduces a new collection of Martha Stewart Collection mattresses that will be available exclusively at Macy's and macys.com. Known for her distinctive and broad range of beautifully designed home essentials, Martha Stewart Collection offers nine beautiful new mattress styles that provide superior quality and comfort at great price points. Mattress categories are designed to offer a wide range of features including open-coil, encased coil, or luxury memory foam, and come in various plush or firm comfort levels, distinguishing this collection from any other mattresses at Macy's. Available in Twin, Twin Extra Long, Full, Queen, King, and California King, options also include 5-inch low profile or standard 9-inch box springs, and queen split foundations. Further defining affordable luxury, prices range from \$1,069 - \$4,369.

Vida for Espana by Eva Mendes - Tabletop

Just in time for spring entertaining, Eva Mendes launches her vibrant tabletop line, Vida for Espana, created with her partner George Augusto. As an extension of her bedding line Vida, Vida for Espana will feature two hand-painted collections "Catalina" and "Amalfi" and two hand glazed solids "Pearl" and "Espresso," all at an affordable price. Inspired by Ms. Mendes' lifestyle and childhood memories of gatherings with her extended family and friends, this new line will include dinnerware, serveware, entertaining sets and individually sold items. The "Catalina" and "Amalfi" collections ensure dining with style and are a perfect fit for that hostess that loves to entertain. The new Vida for Espana tabletop collection ranges from \$16.00 - \$50.00 and is now available on-line and in select Macy's stores.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6201199&lang=en>

Source: Macy's