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This Spring, Fashionistas Can Put It All Together with Macy's 30-Day Fashion Challenge for the Daily Chance to Win a \$500 Macy's Gift Card

Macy's star designers Martha Stewart, Donald Trump, Clinton Kelly and Rachel Roy were tasked with impossible makeover challenges, the resulting "Fashion Interventions" are irreverent short films debuting online at macys.com/fashiondirector Macy's Fashion Director daily fashion challenges run from March 8 - April 6

NEW YORK, Mar 08, 2010 (BUSINESS WIRE) -- For some, fashion is a challenge, a game that is won based on an ability to translate the latest trends, mix and match the right pieces and accessorize like the world's top fashion directors. Starting Monday, March 8, Macy's will give the fashion savvy and the style-challenged a chance to put it together with the launch of Macy's Fashion Director, an online site at www.macys.com/fashiondirector that will guide consumers through the hottest Spring trends and help them put together outfits for any occasion. Using the online tools provided, Macy's invites customers to pull together the perfect outfit for daily fashion challenge scenarios. Each day, completed entries will be voted on by the general public and the look with the most votes will be awarded a \$500 Macy's gift card prize. One \$500 Macy's gift card will be awarded each day*.

Budding fashionistas take note, the 30-day fashion challenge is your chance to join the exclusive world of the fashion director and take your style savvy to the next level. By virtually shopping the trends and experimenting with key pieces via a few clicks of the mouse, the stress of renewing your wardrobe will be so last season.

Macy's even tasked its key style makers including Martha Stewart, Donald Trump, Clinton Kelly, and Rachel Roy with their own seemingly impossible fashion challenge. The results of the makeover tests are a series of mockumentary-style short films called "Fashion Interventions" hosted on the Macy's Fashion Director site. These spirited how-to films capture our star advisors in irreverent scenarios conducting fashion interventions with some unlikely characters. How did these fashion mavens fare against the style-challenged? The answers will be revealed over the course of several weeks.

"We know that fashion is an ever-evolving sport and that putting together an outfit whether for everyday or for a special occasion, can sometimes be a major challenge," said Martine Reardon, executive vice president of marketing for Macy's. "With Macy's Fashion Director, we are providing our customers with a fun, interactive tool that allows them to learn about and experiment with the season's trends, engaging them in a unique way with a special reward for putting it all together."

According to an online survey of Macy's customers, almost half the women polled reported that they have trouble putting together an outfit on a regular basis. The most common

challenges include how to wear the latest styles and how to mix and match pieces from current trends with items already in their wardrobe. Macy's Fashion Director helps address these common issues with an easy-to-use tool that helps put it all together. Using the mix and match tool, participants will be able to virtually select pieces from the perfect skirt to the must-have accessory to create a unique outfit that is ideal for the challenge of the day. Starting March 8, daily fashion challenges will be posted on the site that range from the fun and flirty to the classy and chic. From putting together an outfit for a blind date to selecting the perfect look for a big work presentation or for a wedding rehearsal dinner, the challenges will mirror everyday situations, as well as special occasions. Participating stylists will begin with a blank virtual canvas and suggested pieces from Macy's Spring 2010 collections. From there, an individual's creative and style sensibility will be the guiding force in creating a unique look.

To build the perfect outfit for the challenge, a participant will drag pieces to the virtual canvas until satisfied with the look created. Once completed, the challenge participant will click submit to enter an outfit into the voting gallery. The outfit that gets the most votes each day will win that day's challenge and a \$500 Macy's gift card. Through social networking tools, including direct postings to Facebook and Twitter from the Macy's Fashion Director site, participants can invite their friends and family to vote for their outfit.

"Macy's Fashion Director gives our customers the unique opportunity to create their own fashion story," said Nicole Fischelis, Macy's group vice president/fashion director. "They are able to put together a look that expresses their vision of what they believe fashion is right now. It's how I take a trend from the runway and interpret it to fit our customer's needs."

The style-making scene will extend to select Macy's stores via special in-store events in 17 markets nationwide, including locations in New York, San Francisco, Houston, Columbus, Dallas and Philadelphia. Hosted by renowned celebrity fashion experts including Project Runway alums Jay McCarroll and Nick Verreos; each event will bring the online challenges to life as the celebrity hosts select shoppers to participate in fashion battles to create the best outfits. Contestants will style models with various pieces based on a challenge scenario. After a mini runway show, the audience will choose the best look and the winner will receive a \$100 Macy's gift card.

Macy's Fashion Director daily challenges begin March 8 and run through April 6. Challenges will range from scenarios for her and him to choosing the perfect decorations for home.

Whether you hail from New York or Seattle, choosing the perfect outfit for any occasion may sometimes be a challenge. With Macy's Fashion Director, consumers will learn a few tricks of the trade from style experts and fellow fashionistas to make their next fashion challenge a breeze because Macy's is the perfect place to put it all together.

*Complete official rules are posted at <http://social.macys.com/fashiondirector/>.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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 <http://www.macys.com/catalog/syndicated/remote/remotesyndication.ognc?Brand=PRESSRELEASE>.

Photos/Multimedia Gallery Available:

http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=multimedia_detail&eid=6205100&newsLang=en

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