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macy's inc

## From One Star to Another...Macy's Has Brilliant Gifts to Dazzle and Delight This Mother's Day

***Enter the Mother's Day Sweepstakes for Your Chance to Win Mom One of Two Star-Studded Prizes Including a Trip to View a Live Taping of Dancing with the Stars in Los Angeles***

NEW YORK, Apr 20, 2010 (BUSINESS WIRE) --Give your Mom the "stars" this Mother's Day with fashion, beauty and accessories that are out of this world. With Mother's Day near, Macy's is the store to celebrate moms all over America with fun, affordable items that make her feel good from head to toe, including a chance to win one of two star-studded trips.

On May 9, 2010, aim to give Mom the stars when you enter to win the Macy's Mother's Day Sweepstakes. Two winners will be chosen to join Macy's in honoring Mom as she is admired just like a Hollywood starlet. Prizes include first-class air travel and hotel accommodations to view a live taping of Dancing with the Stars in Los Angeles or a VIP Las Vegas vacation, including air travel, deluxe hotel room, dinner for two at Wolfgang Puck's "Cut" restaurant and tickets to see Mystere by Cirque du Soleil. For a chance to win and complete rules, visit [www.macys.com/mom](http://www.macys.com/mom).

Keep her "star" shining bright with the latest fashions, brightest baubles and sweetest scents that will make her feel like queen for the day. Embrace Spring's fresh appeal and help Mom escape winter woes with gifts that make her feel like a million bucks.

"A large part of making Mom happy on Mother's Day is selecting a thoughtful gift," said Linda Lee, group vice president of Macy's By Appointment. "Whether your Mom is interested in fashion, decorating her home, or enhancing her culinary skills, Macy's has fun and affordable gifts that are sure to make Mother's Day a success."

From bright pinks and yellows to bold prints, fashion and accessories take on a colorful new life this spring, encouraging Mom to let loose and enjoy the season. Feminine ruffles and lace on tops from Alfani and I.N.C. are a key trend for spring and can be worn rain or shine. Dresses are a must-have this season, offering easy, no-fuss style and come in a broad range of colors and shapes from Tommy Hilfiger, Calvin Klein and DKNY. Buying accessories for Mom is a simple and affordable way to update her wardrobe. Think oversized and colorful like Dooney and Bourke's pink patent leather hobo or Betsey Johnson's bold floral necklace. Don't forget to pick out something shiny like an Everlon diamond knot pendant in 14k gold. We know that Mom is always on the clock so why not buy her a trendy Marc by Marc Jacobs watch that will always keep her on time and in style.

From trips to the soccer field to endless errands, Mom spends her days shuttling her family around town. Give her some well-earned pampering with fragrant perfumes and body lotions

that have her feeling and smelling lovely. For the newest scent of the season, have Mom spray on Miss Dior Cherie. If a soft seductive scent is more her style, Donna Karan's Cashmere Mist will remain a classic staple in her fragrance collection.

For those who aim to please treat Mom to a Macy's gift card! With everything she desires right at her fingertips, Mom won't hesitate to shop for the latest and greatest items that Macy's has to offer.

Shopping for Mom is an art-form, so if you still don't have an eye for what she would like this Mother's Day, Macy's offers a complimentary personal shopping service, Macy's By Appointment, to those customers who need extra help when it comes to shopping for their "star."

### **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<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=6255823&lang=en>

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