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Macy's to Open New Store in Palmdale, California

CINCINNATI--(BUSINESS WIRE)-- Macy's, Inc. (NYSE:M) today announced it will open a Macy's store in Palmdale, CA, in fall 2010. The one-level, 110,000-square-foot Macy's in the Antelope Valley Mall will be in a former Gottschalk's location.

In Palmdale, Macy's will offer a full range of apparel and accessories for women, men and children, as well as housewares, home textiles and luggage. The store will employ approximately 130 associates.

"We are looking forward to serving this fast-growing area of northern Los Angeles County with the distinctive fashion, obvious value and exciting shopping experience for which Macy's is known," said Ron Klein, Macy's chief stores officer. "This will be Macy's first presence in the Antelope Valley, and we will tailor our offering to meet the unique needs of the customers who live and work there. We expect to be active members of the community."

Macy's, Inc., with corporate offices in Cincinnati and New York, is one of the nation's premier retailers, with fiscal 2009 sales of \$23.5 billion. The company operates about 850 department stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's and Bloomingdale's. The company also operates macys.com and bloomingdales.com. Prior to June 1, 2007, Macy's, Inc. was known as Federated Department Stores, Inc.

All statements in this press release that are not statements of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements are based upon the current beliefs and expectations of Macy's management and are subject to significant risks and uncertainties. Actual results could differ materially from those expressed in or implied by the forward-looking statements contained in this release because of a variety of factors, including conditions to, or changes in the timing of, proposed transactions, prevailing interest rates, changes in expected synergies, cost savings and non-recurring charges, competitive pressures from specialty stores, general merchandise stores, manufacturers' outlets, off-price and discount stores, new and established forms of home shopping (including the Internet, mail-order catalogs and television) and general consumer spending levels, including the impact of the availability and level of consumer debt, the effect of weather and other factors identified in documents filed by the company with the Securities and Exchange Commission.

(NOTE: Additional information on Macy's, Inc., including past news releases, is available at www.macysinc.com/pressroom).