

May 3, 2010

macy's inc

The Fun...The Fashion...The Shopping! Channel Your Inner Fashionista as Macy's Girls Weekend Celebrates Sex and the City 2

In Partnership with Warner Bros. Pictures, Macy's Celebrates the May Premiere of Sex and the City 2 with Advance Movie Screening Passes, Special Events and a Chance to Win a Trip to the NYC Premiere or a Trip for Four to Marrakesh

NEW YORK, May 03, 2010 (BUSINESS WIRE) --Macy's announced today an exciting partnership with Warner Bros. in conjunction with the highly anticipated new film *Sex And The City 2*, debuting in theaters in the U.S. on Thursday, May 27. Celebrating the return of everyone's four favorite NYC gals, Macy's has created a comprehensive multi-platform campaign, designed in conjunction with Macy's Girls Weekend May 20-23, 2010, to fully integrate *Sex and the City 2* into print, TV and in-store advertising, as well as exciting in-store events tailored to the movie's fashion-loving fan.

Macy's Girls Weekend, inspired by the friendships and fashions of the chic *Sex and the City 2* characters, is centered on experimenting with fashion in the fun environment of weekend shopping and spending time with girlfriends. In select locations across the country, Macy's will host fashion events in which customers will learn how to pull an outfit together for a weekend with the girls, all available in America's Department Store. As an added bonus for *Sex and the City* fanatics, Macy's will be giving away *Sex and the City 2* advance movie screening passes to the first 50 customers in 55 markets across the country who make a storewide \$100 purchase on Thursday, May 20, 2010.

"*Sex and the City* is the holy grail of fashion entertainment and pop culture, and the new sequel will be a must-see and must-experience for women across the country," said Martine Reardon, Macy's executive vice president of marketing. "Through Macy's national footprint of more than 800 stores, we have an incredible connection to fashionistas across America, and this dynamic partnership will provide another layer of excitement and activity around the highly anticipated debut of *Sex and the City 2*."

To commemorate the launch of the motion picture, Warner Bros. has created an exclusive, limited-edition *Sex and the City 2* make-up brush set available only at Macy's, redeemable at the Fragrance Bar on Friday, May 21, 2010 with any \$100 storewide purchase (while supplies last). For those who have to be the first to see the long-awaited film, Macy's customers will receive Hollywood movie cash (\$8.50 coupon towards your purchases of a *Sex and the City 2* tickets at select movie theaters across the country) on Saturday, May 22, 2010 with any storewide purchase of \$100 (while supplies last).

Macy's will also execute two once-in-a-lifetime consumer sweepstakes tied to the premiere

of *Sex and the City 2*. The first will send a winner and three guests to the movie's premiere at Radio City Music Hall. Fans can enter to win exclusively on macys.com from May 4-11, 2010, with the winner to be chosen on Friday, May 14th. The second sweepstakes, to take place online between May 4-23, 2010, will give fans and customers the chance to win an exotic trip for four to Marrakesh - a vacation inspired by a trip the girls take in the new movie.

Additional key elements of the promotional program include a national television 30-second spot, to break on May 19, 2010, featuring scenes from the upcoming movie trailer, a direct mailer highlighting Macy's Girls Weekend in-store events and movie release information, a dedicated sitelet on macys.com with *Sex and the City 2* Girls Weekend special events and movie screening information, as well as inclusions in select newspapers across the country. An extravagant *Sex and the City 2* window display at Macy's Herald Square in New York City will feature a cityscape background with mannequins dressed in the latest spring fashions.

Join Macy's for Girls Weekend on May 20-23, 2010 as we celebrate the launch of *Sex and the City 2*. Visit www.macys.com/girlsweekend for more information about the national sweepstakes and how you can be the first to see *Sex and the City 2* at an advanced screening party near you.

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 www.macys.com/pressroom.

About *Sex and the City 2*

New Line Cinema Presents, In Association with Home Box Office, In Association with Village Roadshow Pictures, A Darren Star Production, A Film by Michael Patrick King, Sarah Jessica Parker, *Sex And The City 2*, starring Kim Cattrall, Kristin Davis and Cynthia Nixon, with John Corbett and Chris Noth. Written and directed by Michael Patrick King, based on the TV Series Created by Darren Star, based on Characters from the book by Candace Bushnell. The film is produced by Michael Patrick King, Sarah Jessica Parker, Darren Star and John Melfi. Toby Emmerich, Richard Brener and Marcus Viscidi serve as executive producers. The film is rated R by the MPAA for some strong sexual content and language. www.sexandthecitymovie.com.

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