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Sean John Sportswear to be Sold Exclusively at Macy's

Exclusive sportswear collection to debut at Macy's in 2011

May 5, 2010 – (New York, NY) – Sean John, the contemporary fashion sportswear company, and Macy's, Inc., today announced they have reached an agreement under which Macy's will be the exclusive U.S. department store retailer for the Sean John men's sportswear collection beginning in Spring 2011, with merchandise receipts arriving in October 2010. The exclusive Sean John product will be available online at macys.com and in 400 Macy's stores across the country in 2011, with additional stores to be added in the years ahead.

The exclusive sportswear line will include woven sportshirts, knits, sweaters, tees, denim, vests, shorts and collection pants, outerwear, jackets and sportcoats.

Extensive Sean John sportswear shops will be included in Macy's flagship stores – Herald Square in New York, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in Costa Mesa, CA. This new partnership will make way for an improved in-store experience driven by Sean John's new aesthetic and art direction for in-store visuals, fixtures and non-traditional marketing initiatives and programming.

The apparel in Sean John's new men's sportswear collection will feature new standards for fit and workmanship and will include casual and dressy looks. Fashion will continue to drive the assortment with emphasis on fabric development with a modern approach to rejuvenating classic silhouettes. In addition to the exclusive sportswear offering, Sean John fragrances, fine tailored clothing, shirts and ties, lounge and underwear, leather goods, boys, women's, and all other product categories will also have increased visibility in Macy's stores throughout the country.

Sean John Founder, Sean "Diddy" Combs, said, "I am overwhelmed and humbled by the recognition from such an iconic American retailer as Macy's and we're astounded by the opportunity that this exclusive deal gives the Sean John brand and all of our licensing partners. When I launched the Sean John brand over 11 years ago, we created the tag line 'The Future of Fashion' and today as we are announcing this partnership, I truly believe the future has arrived."

This partnership enhances an already strong relationship and delivers modern fashion aesthetic for the Macys customer," added Sean John President, Dawn Robertson.

Terry Lundgren, chairman, president and CEO of Macy's, Inc., said, "I have always admired Sean's sense of fashion, as well as his business acumen. He has a keen insight into the needs of a style-conscious, contemporary man. In becoming the exclusive department store retailer of his men's sportswear collection, Macy's is able to bring a new dimension to this

customer across the United States.”

Jeff Gennette, Macy's chief merchandising officer, also added, “An expanded Sean John collection will reinforce Macy's as a destination for modern menswear with a sophisticated aesthetic, both casual and dressy. This will accentuate the assortment in our men's departments, and will set us apart from other department store and specialty retailers. With the partnership of leading designers such as Sean Combs, Macy's is rapidly building the most interesting and complete assortment of menswear available.”

About Sean John

Sean John, a privately held company, was created by music icon and producer Sean "Diddy" Combs and made its fashion debut with a men's sportswear collection for the spring 1999 season. In 2004, Sean "Diddy" Combs for Sean John was honored by the Council of Fashion Designers of America as Men's Wear Designer of the Year. With annual retail sales in the United States of over \$525 million, Sean John is sold in better department and specialty stores across the country, as well as select retailers around the world. In 2006 Sean John, in partnership with Estée Lauder Companies, launched its signature men's fragrance, Unforgivable, which remains one of the highest selling men's fragrance in department stores in America. Its feminine counterpart launched in the fall of 2007 and continues to be one of the best selling scents in the category.

About Macy's, Inc.

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.

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