

May 10, 2010



Macy's Launches New Website for Travelers at visitmacysusa.com

New Site Showcases the Personalized And Unique Visitor Programs that Make Traveling And Shopping Easier At Any Destination

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced a new dedicated website - www.visitmacysusa.com - that will support and expand the company's outreach to domestic and international travelers, making it easier and more direct to access information on Macy's Visitor Services programs. The interactive and informative site offers details in eight languages on the services and programs available at Macy's for travelers, including group programs that can be designed to cater to any group size or interest.

As part of this new tourism-focused site, Macy's has joined with Kiwi Collection, the most comprehensive directory of luxury hotels of the world, to offer domestic and international visitors a comprehensive hotel search and booking engine on visitmacysusa.com. This feature will provide visitors with a more experiential and comprehensive online experience, enabling them to have immediate and direct access to luxury properties and a best rate guarantee across key Macy's flagship destinations.

Additionally, one of Macy's most popular tourist attractions - Macy's 10% Visitors Savings Pass - is also now available as a downloadable voucher on visitmacysusa.com that can be redeemed at any Macy's store nationwide.

"Macy's has a very appealing store visitor and tourism program, and this new and focused website will deliver this information direct to travelers where we know they do most of their early research - online," says Kristen Esposito, vice president of Visitor Services and Tourism. "Shopping is among the top tourism activities and visitmacysusa.com will educate visitors about the opportunities available for tours, packages, individual programs and special savings offers. As Macy's is a destination in so many of our vibrant downtown locations across the country, this site will serve as a simple starting point for any traveler or group interested in building on their trip with a Macy's experience."

In addition to exclusive savings, Macy's Visitor Services provides programming geared to special events, shopping assistance, tourist information, and language assistance. [Visitmacysusa.com](http://visitmacysusa.com) also offers unique features including information on Macy's iconic events, popular fashion brands, and special offers like gift cards or shopping packages. For Macy's destination stores in New York, Philadelphia, San Francisco and Chicago, the site highlights unique features including store history, in-store services, local dining options, group programs and store or market iconic events. To cater to the diverse traveler interested in visiting Macy's, the site content is available in eight languages - English, Spanish, German, Italian, Chinese, Portuguese, Japanese and French.

Macy's Visitor Services can also help infuse shopping and fun into any group gathering,

providing a venue rich in local and historical significance, as well as convenience. Macy's is a one-stop shop for the business and casual traveler. Guests are also welcome to stop by Macy's in-store Visitor Centers for concierge services which include shopping and language assistance, tourist information plus coat and package check. Visitor Center's are located in New York, Philadelphia, Chicago, Las Vegas, San Diego and San Francisco.

For more information, please visit www.visitmacysusa.com.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6284236&lang=en>

Source: Macy's