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macy's inc

Gift Shops Galore and So Much More at Macy's This Holiday Season

Macy's Launches One-of-a-Kind "Gift Shops" to Make Holiday Shopping More Magical and Affordable, Along With Fabulous Finds for Every Member of the Family

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced a stepped-up approach to holiday shopping, with gift-giving options for every customer's need, from first-ever grab-and-go "Gift Shops" and "Celebrity Gift Shops" to an International Gifting Center featuring presents with purpose. In 400 Macy's stores nationwide and on macys.com, new main floor "Gift Shops" will offer a one-stop gifting destination featuring limited-edition gifts exclusive to Macy's, including the latest techie gadgets, stylish apparel and accessories for you and your pets, hot beauty finds and chic home goods. In addition to these holiday hot item shops, additional festive finds can be found throughout Macy's stores beginning today through the remainder of the holiday shopping season.

Gift Shop at Macy's (Photo: Business Wire)

"This holiday season we've acknowledged our customers' need for grab-and-go shopping and taken the idea of gift giving to the next level with branded shops featuring trendy and affordable product in a range of categories and pre-packaged gifts," said Martine Reardon, executive vice president of Marketing for Macy's. "In addition to the great fashion and accessories that customers shop us for each holiday season, this year Macy's star-studded list of designers, international gifts and hot products for holiday will offer our customers clever and unique ideas for their holiday gift lists."

GIFT SHOPS

Macy's new "Gift Shops" offer fun, affordable limited-edition grab-and-go gifts for him, her and home from around the globe. A one-stop holiday destination, these festive branded spaces incorporate distinctive gifts from classic games by Ridley's and perfect dessert plates to metallic candles and chic cell phone covers in ready-to-go packaging that makes holiday shopping simple. Centrally located in high traffic, main floor destinations, the "Gift Shops" are holiday shopping made fun and easy for customers who have limited time and limited budgets, but are still looking for interesting gifts that make an impression. All items are ready-to-gift with an easily removable price tag.

CELEBRITY GIFT SHOPS

Shop like your favorite designer with exclusive gift selections featuring "Gifts from our Stars" made just for Macy's customers. Located throughout the store, these gifting "nooks" display a bevy of items created by Macy's design stars including Betsey Johnson, Calvin Klein, Donald Trump, Jessica Simpson, Kenneth Cole, Martha Stewart, Michael Kors, Rachel Roy, Ralph Lauren and Tommy Hilfiger. These extra-special gifts by popular

designers are available only at Macy's this holiday season, all at an affordable price.

INTERNATIONAL GIFTING CENTER

Specifically selected for Macy's customers by Fairwinds Trading, the International Gifting Center will offer one-of-a-kind treasures from the Rwanda Path to Peace and Heart of Haiti programs. These unique and meaningful gifts will include beautiful, hand-woven baskets from Rwanda, Massai jewelry from East Africa, painted wooden trays from Indonesia and traditional Haitian artisan home decor products. Recognizing the continued need in both Rwanda and Haiti, each purchase made from the International Gifting Center gives twice: once to the artisan and once to the recipient of the one-of-a-kind gift. Through their work, artisans are able to feed their families, clothe and educate their children, where opportunities are otherwise rare. International Gifting Centers are located in 25 Macy's stores with product also available on macys.com.

UNBELIEVEABLE HOLIDAY GIFTS

BE festive, BE merry, BE dashing, BE generous, and BE-lieve in the magic of the season with the perfect holiday gift ideas from Macy's! With the best brands at a great value, Macy's is sure to have that something special for everyone on your holiday shopping list!

Be Festive and start the holiday season off with glittery looks and luxe accents that get you into the swing of things. Begin with the perfect dress from Adrianna Papell or Maggy London and complete the look with sparkling jewels and metallic bags from Guess. Dress him up or dress him down, he'll Be Dashing standing next to you dressed in stylish sweaters and denim from Tommy Hilfiger. As the clock strikes midnight, Be Merry and give yuletide favorites with magical twists to friends and loved ones. For Moms easy to wear fashion like Calvin Klein cotton tops and lush cashmere sweaters from Jones Collection will suit her on-the-go style. I.N.C. and Kenneth Cole Reaction's active puffer jackets, distressed denim and mockneck sweaters offer sleek styling for the man who wants to be comfortable but still look good. Kids of all ages will be dressed their best in Polo Ralph Lauren striped sweaters, plaid poplin shirts, signature polos and corduroys in the season's best reds, greens and blues.

Now that you are dressed to the nines, Be Santa and start stuffing those stockings full of fabulous finds for one and all. Whether you are a music lover, avid reader or video junky, Macy's has high tech gadgets from the Sharper Image iPod docking station to PSPgo to FLO personal TVs and Discovery Expedition video projectors. More fun ideas for your favorite cast of characters include Jenni footed pajamas and Nautica terry cloth robes, wonderful watches from Juicy Couture, Hugo Boss and Lacoste, Lancome gifts sets filled with holiday-inspired eye and lip colors and Bearpaw and Polo Ralph Lauren shearling boots.

Now that you are home for the holidays, Be Warm and Be Generous to house guests from near and far. Keep them toasty from head-to-toe with cozy Martha Stewart Collection throws while toasting to holiday memories in Vera Wang flutes. While trimming the tree with collectable ornaments from Waterford and Swarovski, end the night with sweet treats from Frango.

Believe in the magic of the season and start shopping at your local Macy's for fabulous finds from pre-packed gifts to celebrity creations to gifts that give back, all at a great value. As your one-stop holiday destination, you'll find fun gift giving ideas for everyone on your list. As

an easy solution to your shopping challenge, a personalized gift card allows them to choose what they really want. Exclusive to macys.com, customers can customize their own gift card with options for personal photos, text messages, clip art, colored backgrounds and patterns. No time to stop and shop? Visit our online gift shop at macys.com to make holiday shopping simple with everything delivered right to your doorstep!

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 2010 Holiday Gift images and information, please visit:

www.magicbulletmedia.com/MNR/MacysHolidayGifts2010. 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=6485489&lang=en>

Source: Macy's