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Macy's to Offer Discounts Through Facebook(R) Deals

Program Offers Special Discounts When Customers Check-in Using Facebook Places

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced that it will participate in the launch of Facebook Deals which will offer special discounts when customers check in using Facebook Places. The effort will launch November 4 and be redeemable at Macy's stores in the continental United States through November 14.

Facebook Places gives people the power to easily share where they are with friends on Facebook, find friends who are nearby, discover new places, and now with Deals, take advantage of special offers by checking in.

"With a reach that is 500 million users strong, the power and influence of Facebook today is undeniable," said Martine Reardon, Macy's Executive Vice President of Marketing and Advertising. "As we continue to aggressively pursue opportunities to reinforce Macy's leadership position within the dynamic social media and location-based movements, the chance to be a part of this launch with Facebook is an obvious win. Not only is it a new way for customers to engage with our brand, but we can thank them for doing so immediately with a special offer they can use while still in our store."

When customers check in to Facebook Places from a Macy's location, they will get a pop-up yellow icon that will include an offer for 20 percent off most apparel, accessories, jewelry and select home items or 10 percent off electrics/electronics, furniture and mattresses.

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.

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