

November 9, 2010



# Macy's Invites You to Find Your Magic This Holiday Season with Beloved Holiday Traditions across the Country

From New York to San Francisco, Macy's Gives Families Magical Holiday Memories from Coast to Coast

NEW YORK--(BUSINESS WIRE)-- Year after year, Macy's (NYSE:M) brings the magic of the Christmas season to our shoppers with a tradition of holiday events in cities across the country. Macy's will celebrate this most magical time of the year with special events and displays awaited by children and adults alike, from the lighting of the Christmas Tree in Union Square in San Francisco, to the unveiling of the holiday windows at Macy's State Street in Chicago to the anxiously awaited Macy's Thanksgiving Day Parade<sup>(R)</sup> in New York!

Macy's Thanksgiving Day Parade (Photo: Business Wire)

"In cities across the country, Macy's creates a magical setting to inspire the joy and goodwill of the holiday season with traditions our communities eagerly await every year," said Martine Reardon, executive vice president of marketing, Macy's. "At Macy's, we always seek to help our shoppers find their magic, whether through an encounter with Santa, the anticipation of a tree lighting or through the beautiful artistry of a store window. Our third annual Believe campaign, which benefits Make-A-Wish, provides us the opportunity to share the charitable and magical message of the season year after year."

The holiday festivities Macy's proudly presents across the country include:

Nationwide

## MACY'S BELIEVE CAMPAIGN

Sunday, Nov. 7 through Friday, Dec. 24, 2010

Believers of all ages are invited to drop off letters - stamped and addressed to Santa At The North Pole - at any Macy's store in the Santa Mail letterbox. For each letter received, Macy's will donate \$1 to the Make-A-Wish Foundation<sup>(R)</sup>, up to \$1 million, to grant the wishes of children with life-threatening medical conditions. The nostalgic holiday campaign is inspired by the New York Sun's famous "Yes, Virginia, there is a Santa Claus" editorial from 1897.

## MACY'S NATIONAL SANTA TOUR

Saturday, Nov. 27 - Wednesday, Dec. 22, 2010

For the second year in a row, Santa will embark on a whirlwind American tour, spreading joy to girls and boys across the country following his celebratory kick-off of the holiday season in the Macy's Thanksgiving Day Parade. Stopping in 26 cities across the United States through

Dec. 22, Santa's National Tour will give children the once-in-a-lifetime opportunity to meet the man himself. Visit [www.macys.com/believe](http://www.macys.com/believe) for scheduled stops and to track Santa's latest location.

## Atlanta

### THE LIGHTING OF MACY'S GREAT TREE

Thanksgiving Night, Nov. 25, 2010 at 7 p.m.

For more than six decades, generations of Atlantans have welcomed the holiday season on Thanksgiving night with the lighting of the Macy's Great Tree at Lenox Square Mall. The 63<sup>rd</sup> annual event kicks off with a show featuring performances by Katharine McPhee, Chuck Wicks and Macy's Rising Star Bobby V. and includes a fireworks finale as the tree is lit! Crowds of more than 100,000 are drawn each year for the spectacular event as a special Thanksgiving tradition.

### THE PINK PIG AT MACY'S LENOX SQUARE

Saturday, Oct. 30, 2010 - Sunday Jan. 2, 2011

The Pink Pig is back this holiday season at Macy's at Lenox Square Mall in Atlanta. The beloved tradition rides again beginning Oct. 30, 2010 and will run through Jan. 2, 2011. Since its 1953 debut as a children's ride at the downtown department store Rich's, five generations of Atlantans have ridden the Pink Pig and worn the signature 'I Rode the Pink Pig' sticker with pride to kick-off the holiday season. True to tradition, a portion of the proceeds from each ride will benefit Children's Healthcare of Atlanta. Each ride costs \$3 and repeat rides have a special discounted price (2 rides for \$5.50, 3 rides for \$7.50).

## Boston

### MACY'S DOWNTOWN CROSSING CHRISTMAS TREE LIGHTING AND WINDOW UNVEILING

Friday, Nov. 26, 2010 at 5 p.m.

Macy's begins the 2010 holiday season in Boston when the store unveils its Christmas windows and the 50-foot Christmas tree atop the Summer Street marquee is ceremoniously lit to ring in the season. The evening will be extra special with an appearance by Boston Bruins player Milan Lucic and performances by singer Josh Golden and actress/singer Ariana Grande.

### MACY'S AND CITY OF BOSTON ENCHANTED TROLLEY TOUR

Friday, Dec. 3 - Sunday, Dec. 5, 2010

Santa Claus will once again hit the road to spread some Christmas magic to 15 Boston neighborhoods with the Macy's Enchanted Trolley Tour and Tree Lightings. From December 3 through December 5, Santa will board the Trolley with all of his friends to spread holiday cheer to children all over Boston with "Merry Christmas" wishes.

## Chicago

### THE 103<sup>RD</sup> ANNUAL GREAT TREE LIGHTING AND 43<sup>RD</sup> ANNUAL HOLIDAY WINDOWS

## AT MACY'S ON STATE STREET

Saturday, Nov. 6, 2010, Noon - Macy's on State Street, 7<sup>th</sup> Floor, Walnut Room

Singer and actress, Katharine McPhee, joined Macy's President/CEO, Terry Lundgren, to kick-off the holiday season in downtown Chicago with the lighting of Macy's Great Tree. The event included a short performance by Katharine featuring songs from her newest holiday CD, Christmas Is the Time To Say I Love You. State Street's annual holiday events are home to crowds both in and around the store that gather each year to see the magic of the season unfold within the themed window displays. Sure to surprise and delight, these elaborate displays are home to detailed art creations and animation which throughout the years have brought life to the classic tales of the Brothers Grimm, Dr. Seuss and many others. This year's celebration will be no different as it's all about "Yes, Virginia" and Santa Claus.

The 43<sup>rd</sup> annual animated holiday windows depict the story of the 1897 New York Sun "Yes Virginia, there is a Santa Claus" editorial inspired by little Virginia O'Hanlon's letter to the editor. The holiday spirit continues inside the famous State Street store as visitors make their way to the illustrious Walnut Room to see Macy's Great Tree. The historic Great Tree, featuring 10,000 LED sparkling lights and 1,200 ornaments, stands 45-feet tall and has been a centerpiece of the holiday dining tradition for more than a century.

## MACY'S SANTALAND<sup>(R)</sup> AT MACY'S ON STATE STREET

Saturday, Nov. 6 - Friday, Dec. 24 - Macy's on State Street, 5<sup>th</sup> Floor, Kid's Department

After a stroll down State Street to see the animated holiday windows, customers will be given a reason to Believe at Macy's Santaland on the 5th floor Kid's Department. Children are invited to get their pictures taken with Macy's very own Santa Claus through Friday, Dec. 24. Macy's Santaland has been featured in the State Street store since 1948. Santa Claus has visited millions of children in this space.

Cincinnati

## MACY'S DOWNTOWN DAZZLE

Saturdays, Dec. 4, 11 and 18

Forget the chimney! Santa rappels down the side of the 525 Vine Building, a downtown office tower, to the Macy's rooftop at Fountain Square to kick off a spectacular holiday fireworks display. The 20-minute family-friendly program also features strolling entertainers and holiday music. Enjoy live music on Fountain Square by local choirs beginning at 6 p.m. before Dazzle.

## STORY TIME WITH MRS. CLAUS

Saturdays, Dec. 4, 11 and 18

Following Downtown Dazzle Fireworks, head in to the first level of Macy's Fountain Square for complimentary cookies and story time with Mrs. Claus.

## CARRIAGE RIDES AT MACY'S HOLIDAY STATION

Weekends starting Friday, Nov. 26 --Sunday, Dec. 19, Noon to 5 p.m.

Enjoy free horse-drawn trolley carriage rides through the heart of the city courtesy of Macy's. Boarding at Macy's Holiday Station on the corner of Fifth and Race Streets.

#### ROOKWOOD POTTERY 2009 COMMEMORATIVE ART TILE

Exclusively at Macy's Fountain Square, this 3<sup>rd</sup> edition commemorative tile was commissioned by Downtown Cincinnati Inc. and then designed and created by the experts at Rookwood Pottery Co. This year's tile is sure to be yet another Cincinnati favorite, featuring Carew Tower.

Detroit

#### MACY'S OAKLAND 6<sup>TH</sup> ANNUAL HOLIDAY FIREWORKS SPECTACULAR Friday, Nov. 5, 2010 at 7 p.m.

Macy's celebrated the 6<sup>th</sup> Annual Holiday Fireworks Spectacular on Nov. 5 when Santa stopped by to take pictures with children. Kids of all ages enjoyed a confetti-filled parade, live music and face painting!

Honolulu

#### CITY LIGHTS Saturday, Dec. 4, 2010 at 6 p.m.

Say Mele Kalikimaka with Honolulu City Lights. For the past 12 years, Macy's has been the official retailer of this island tradition, selling commemorative ornaments that represent Christmas in Hawaii. On Dec. 4, Macy's joins in the fun at the official holiday kick off event in Honolulu, complete with tree lighting, electric holiday parade and holiday concert. For the past 25 years, hundreds of thousands celebrate the "Spirit of Aloha" with friends, family and visitors. The Honolulu Mayor emcees the event that truly kicks off the holiday season in Hawaii.

Houston

#### NUTCRACKER MARKET FASHION SHOW Friday, Nov. 12, 2010 at 11 a.m.

Macy's celebrates the Houston Ballet with a fashion show at the hugely popular Nutcracker Market. This year's fashion show is sure to delight the sell-out crowd of 1,400 supporters. In addition, Macy's takes a booth at the marketplace for the first time. All proceeds benefit the Houston Ballet Foundation's academy and scholarship program. Last year's event raised over \$13 million!

Minneapolis

#### MACY'S 48<sup>TH</sup> ANNUAL HOLIDAY AUDITORIUM DISPLAY Saturday, Nov. 20 - Thursday, Dec. 30, 2010 at Macy's Downtown Minneapolis, 8<sup>th</sup> Floor, Auditorium

Macy's 48<sup>th</sup> annual holiday auditorium display will delight guests of all ages as "A Day in the

Life of an Elf at Macy's Santaland<sup>(R)</sup>" tells the story of Santa's elves at the North Pole as they prepare for Christmas. Auditorium guests will enjoy seeing what happens in an elf's life from waking up and getting Santa's mail to teaching the reindeer how to fly and learning about Christmas traditions.

Santa Claus will make his annual appearance Nov. 20 through Dec. 24 to gather the holiday wish lists of children across the land. Be sure to ask his elves about the various photo packages available. Throw your coins and dollars into the Wishing Well and help children's wishes come true with donations going to the Make-A-Wish Foundation. At the end of the display, guests will find Mrs. Claus' holiday bakery, which includes fresh gingerbread cookies and other holiday treats, as well as Santa's Toy Shop filled with family friendly gifts.

New This Year: Macy's Puppet Theatre presents "Moose Crossing." Join us as we kick off an exciting new holiday tradition with "Moose Crossing," a trio of song-filled tales starring the voices of Julie Andrews, Mario Cantone, John Tartaglia and Walter Cronkite. Shows are Thursday through Sunday until Dec. 23. Tickets are \$4 per person and available a half hour prior to each performance. Children under age 2 are free.

New York City

84<sup>TH</sup> ANNUAL MACY'S THANKSGIVING DAY PARADE  
Thanksgiving Day, Thursday, Nov. 25, 2010

The 84<sup>th</sup> Macy's Thanksgiving Day Parade will kick-off the holidays in New York City on Thursday, Nov. 25! Every year, Macy's exciting holiday tradition is seen by more than 3.5 million people who line the streets in New York and another 50 million who tune into NBC to watch the giant balloons, one-of-a-kind floats, the nation's best marching bands, hundreds of cheering clowns and a host of celebrities!

MACY'S HERALD SQUARE CHRISTMAS WINDOW UNVEILING  
Thursday, Nov. 18, 2010 at 5 p.m.

"Yes, Virginia"

It's a holiday tradition as the Christmas windows are unveiled to kick-off the holiday season! Macy's Herald Square unveils its Christmas windows at 5 p.m. on Thursday, Nov. 18 with the classic holiday story of Virginia O'Hanlon, a little girl who chose to believe in Santa Claus. And, this season is sure to be more animated and theatrical than ever, as Macy's brings the magic of the Broadway stage to the world famous Broadway windows in its first-ever collaboration with PRG Scenic Technologies in bringing the animated television holiday special "Yes, Virginia, There is a Santa Claus," to life.

MACY'S SANTALAND(R) - HERALD SQUARE  
Friday, Nov. 26 - Friday, Dec. 24, 2010

Santaland, located on the 8<sup>th</sup> floor of Macy's Herald Square, invites adults and children young and old to enter an amazing fantasy world of snow-capped mountains, twinkling lights, cuddly bears and candy canes. Each Christmas, visitors from around the world travel through this 13,000 square foot Christmas Village overflowing with holiday treasures for a special visit with the one-and-only Santa Claus. It is here that Santa meets with more than 350,000 of his closest friends each and every year during the holiday season.

## MACY'S PUPPET THEATRE

Friday, Nov. 26 - Friday, Dec. 24, 2010

Miracle on 34<sup>th</sup> Street...at Macy's can be seen in the theatre on the 9<sup>th</sup> floor after visiting the wonderful world of Santaland. This classic story tells the tale of Santa Claus and honors the theory that miracles do happen! Featuring seven songs by William Schermerhorn (book and lyrics) and Wesley Whatley (music), this 30-minute version of the Oscar-winning 20<sup>th</sup> Century Fox classic features the artistry of The Puppetworks, Inc. and the vocal talents of Tony<sup>(R)</sup> Award winners Brian Stokes Mitchell (Kiss Me Kate, Ragtime, Man of La Mancha) and Victoria Clark (Light in the Piazza, Titanic).

New Orleans

## HARRAH'S TREE LIGHTING

Tuesday, Nov. 23, 2010 at 6 p.m.

This holiday season Macy's will sponsor Harrah's Miracle on Fulton Street in New Orleans, LA. On Nov. 23, Harrah's and Macy's will flip the switch to light the largest Christmas tree in the French Quarter! Running through Jan. 2, Harrah's Miracle on Fulton Street brings the magic of the season alive with a holiday boardwalk featuring daily snowfalls, a life-sized gingerbread house and live entertainment. Visitors can meet Santa and his reindeer while viewing the Macy's Tremendous Tree. They can also stop by the Macy's Believe Mailbox to drop off their letter to Santa. For every letter collected, Macy's will donate \$1 to the Make-a-Wish Foundation.

## MACY'S FAMILY DAY

Sunday, Dec. 5, 2010

Macy's will host a Family Day with an appearance by one of the characters in the Macy's Thanksgiving Day Parade -- Holiday Smurf! Kids can get their photo taken with Holiday Smurf and enjoy creating ornaments inspired by our true blue friend! Plus visitors can purchase their own 2010 Holiday Smurf Plush from our Macy's Holiday Lane Pop-Up Shop! Complete with two finger puppets -- Papa Smurf and the Smurfette -- it's a perfect way to make a little holiday magic!

Pasadena

## ROSE PARADE

Saturday, Jan. 1, 2011 at 8 a.m.

This marks the 11<sup>th</sup> year that Macy's is the official wardrobe supplier of the Tournament of Roses Queen and Court. On New Year's Day, the royal float will make its way down Colorado Boulevard, complete with the 2011 Rose Queen and her six Rose Princesses. The float itself, made entirely out of flowers, features magnificently sculpted urns of cascading rose arrangements in raspberry and bright orange. An oversized replica of a crown sits at the front of the float, decorated with coconut chips, white button chrysanthemums, sweet rice and lunaria. The Rose Queen and Court make more than 150 public appearances between their coronation and New Year's Day, all in a wardrobe provided by Macy's.

Philadelphia

## DICKEN'S VILLAGE

Friday, Nov. 26 - Friday, Dec. 24, 2010

A beloved Philadelphia tradition for over 20 years, "Dickens Village" is alive and well in its home at Macy's Center City. Housed in the Egyptian Room of the famed Wanamaker Building, the 6,000-square-foot walk-through experience is now a holiday mainstay at Macy's. The Village was recently restored, re-built and re-animated so that Philadelphians will be able to take a trip back in time to 1840s London. With 26 heart-warming scenes, the stage is set for the story of "Scrooge." Macy's will have a photo operation that will allow visitors to capture the magic of the exhibit and spirit of the season, as well as visit and take photos with Santa Claus.

## CHRISTMAS LIGHT SHOW AT GRAND COURT

Friday, Nov. 26 - Friday, Dec. 31, 2010

This brilliant holiday spectacle takes a magical journey through the story of "The Nutcracker," travels to a winter wonderland, pays a visit to "Frosty the Snowman" and ends under the "Magic Christmas Tree." It will flicker into the hearts of visitors every hour on the hour starting each day at 10 a.m.

## CHRISTMAS WINDOW UNVEILING AT MACY'S CENTER CITY

Saturday, Nov. 20, 2010 at 2 p.m.

It's a holiday tradition as the Macy's Christmas windows are unveiled to kick-off the holiday season! Thanks to the creative geniuses at Macy's, this year the Center City holiday windows bring to life the classic story of Virginia O'Hanlon, a little girl who chose to believe in Santa Claus. Each window brings to life a different piece of this heartfelt, animated story. The big unveil will be hosted by singer Josh Golden.

## Pittsburgh

## MACY'S DOWNTOWN PITTSBURGH HOLIDAY WINDOW UNVEILING & MACY'S FIREWORKS FINALE

Friday, Nov. 19, 2010 at 6 p.m.

Macy's Downtown Pittsburgh Holiday Window Unveiling is the official kickoff to the holiday season in downtown Pittsburgh. The event includes the animated Window Unveiling Ceremony at the downtown store, and includes performances by Ann Hampton Callaway and the Pittsburgh Jazz Orchestra. There will be a variety of family-friendly events to delight everyone, and the evening will be capped off with the Macy's Fireworks Finale.

## MY MACY'S HOLIDAY PARADE

Saturday, Nov. 27, 2010 at 9 a.m. (live broadcast on WPXI-TV)

A 30-year tradition in Pittsburgh, the parade offers entertainment for all, featuring radio and TV personalities, holiday floats, costumed characters and high school marching bands. More than 100,000 people line the streets of Pittsburgh and others watch on TV to see this downtown holiday tradition.

## SANTA SHOWS

Lunch on Nov. 27 at Noon

Breakfasts on Nov. 28 and Dec. 4, 5, 11, 12, 18 and 19 at 10 a.m.

For more than 40 years, Santa Shows have provided children and families with this annual tradition. Check out our new holiday musical stage production, "Virginia's Magical Christmas," while enjoying breakfast or lunch with Santa. The event takes place in the Macy's Downtown Pittsburgh store, 11<sup>th</sup> floor auditorium.

Portland

#### MACY'S HOLIDAY PARADE KICKS OFF THE HOLIDAY SEASON

Friday, Nov. 26, 2010 at 9 a.m.

Presented by The Oregonian and K-103 FM, the 2010 Holiday Parade will feature more than twenty-five inflatable floats, local middle and high school marching bands, and nearly 500 costumed characters and floats including 3-star helium balloon float, Marx Brothers Balloon Heads and much more! The parade will conclude shortly after Santa dashes in his sleigh past Macy's, heading directly from the North Pole to his Portland holiday post in Macy's Santaland, which opens at 10 a.m.

#### SANTALAND

Friday, Nov. 26 --Friday, Dec. 24, 2010

The tradition of visiting Santaland and having family portraits taken with the Old St. Nick continues at the downtown Macy's store on the lower level. Flashpro photography will once again be offering a wide assortment of digital photography packages and the ability for families to take their Santa photos with them immediately after they're taken. Santa photos will be available seven days a week from Friday, Nov. 26 through Friday, Dec. 24. For more information, including directions, Santaland hours and job opportunities in Santaland, visit <http://www.macysSantaland.com/> or call (971) 270-0709.

San Antonio

#### RIVER PARADE

Friday, Nov. 26, 2010 at 6:30 p.m.

For the first time, Macy's takes a starring role in the San Antonio River Parade, with Santa joining in the fun, flying straight to Texas from the Macy's Thanksgiving Day Parade. The River Parade takes place on San Antonio's famed River Walk, and all the "floats" are barges. The Macy's float will feature the Believe campaign, including children from the local Make-A-Wish chapter. In addition to the thousands who watch in person, the parade is televised for all of central Texas to watch.

San Francisco

#### HOLIDAY WINDOWS AT MACY'S UNION SQUARE

Friday, Nov. 19, 2010

Macy's will once again partner with San Francisco's Society for Prevention of Cruelty to Animals (SPCA) to give homeless cats and dogs a second chance to find warm and loving homes. Holiday shoppers can glimpse some of San Francisco's cutest animals along with Santa himself, in Macy's Stockton and O'Farrell Street windows. Additionally this year, the



Union Square holiday windows bring to life the classic story of Virginia O'Hanlon, a little girl who chose to believe in Santa Claus.

#### 21<sup>ST</sup> ANNUAL TREE LIGHTING AT MACY'S UNION SQUARE

Friday, Nov. 26, 2010 at 6 p.m.

Macy's Great Tree in Union Square, Macy's gift to the city and most recognized Christmas tree, will be officially lit in Union Square. An 80-foot Shasta White Fir from the Carlton Tree Farm in Mount Shasta will be adorned with thousands of twinkling lights and 1,500 red and gold ornaments. For the seventh year, Macy's has made UCSF Benioff Children's Hospital the beneficiary of its annual tree lighting. For \$5, anyone can sponsor a light bulb to illuminate the tree; all proceeds go directly to the UCSF Benioff Children's Hospital's Compass Care program, which supports families whose children have life-threatening illnesses. There will be musical performances and of course, Santa Claus will lead thousands of holiday revelers in a spirited countdown before throwing the switch to light the tree. This year's performances include: Katharine McPhee, Glide Ensemble, SF Boys' Chorus, UC Berkeley Men's Octet, Princess Fiona and Gingy the Gingerbread from the musical, Shrek!

Seattle

#### MACY'S HOLIDAY PARADE

Friday, Nov. 26, 2010 at 9 a.m. (presented by The Seattle Times and WARM 106.9)

The balloon floats and inflatables are making their annual appearance in this Seattle tradition and will incorporate more than 50,000 balloons to form giant floats. This year's parade will feature more than 20 balloon floats and inflatables, local high school marching bands, over 500 costumed characters and community drill teams. Other floats include a 3-star helium balloon float, Snail and Rocking Kangaroo floats, Dinosaur inflatable float, Candy Cane Train inflatable float, Gingerbread House inflatable float, Honey Pot inflatable float, Nutcracker inflatable float, Clown inflatable float and Doodlebug float.

#### HOLIDAY STAR LIGHTING AND FIREWORKS

Friday, Nov. 26, 2010 at 5 p.m.

Macy's continues the tradition of the annual Holiday Star Lighting Ceremony. Held in conjunction with the Downtown Seattle Westlake Center tree lighting, the Holiday Star Lighting Ceremony will feature a spectacular fireworks display.

#### SANTALAND

Friday, Nov. 26 through Friday, Dec. 24, 2010

Come see Santa in his new home located in the 4<sup>th</sup> and Pine window of the downtown Macy's store. Santa and his animated reindeer will be available for photos daily beginning on Nov. 27 after the Holiday Parade through Dec. 24.

St. Louis

#### MACY'S HOLIDAY FESTIVAL OF LIGHTS

Friday, Nov. 19 at 5 p.m. - Kiener Plaza and Downtown St. Louis

Meet us at Kiener Plaza for Santa's official holiday arrival. Mayor Francis Slay will light up the night with the Salvation Army Tree of Lights. Musical entertainment and a fireworks display will get you into the spirit of the season! After the lighting of the tree, follow Santa in a horse-drawn carriage to Macy's Downtown St. Louis for a Magical Street Spectacular and Holiday Open House with five floors of fun! Enjoy a performance of the second act of the Nutcracker Suite by the St. Louis Ballet Co., a gingerbread village created by The St. Louis Sugar Arts Guild, Radio Disney Rockin' Roadshow, cookie decorating by Schnucks Culinaria, choir performances, a magic show, jugglers, clowns face painters and more.

Washington, D.C.

## CHRISTMAS WINDOW UNVEILING AT MACY'S METRO CENTER

Tuesday, Nov. 23, 2010 at 5:30 p.m.

Macy's Christmas windows are unveiled at Metro Center this year with each window bringing to life a different piece of the heartfelt, animated story of "Yes, Virginia." Ballou High School Marching Band kicks off the festivities followed by the spectacular unveiling of the holiday windows with Grammy Award winner BeBe Winans, Washington Redskins Linebacker Lorenzo Alexander and the man of the hour, Santa Claus! Joining the all-star line up are children from the Make-A-Wish Foundation.

### 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 4<sup>th</sup> of July Fireworks<sup>(R)</sup> and the Macy's Thanksgiving Day Parade<sup>(R)</sup>, 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](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6505520&lang=en>

Source: Macy's, Inc.