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Pink, Pretty & Powerful!

Macy's and The Breast Cancer Research Foundation® Issue a Pink Slip to Breast Cancer

NEW YORK--(BUSINESS WIRE)-- This October, women -- survivors and those affected by breast cancer -- will be unified and beautified by the power of pink, as they recognize the importance of breast cancer awareness month. Macy's, America's Department Store, and The Breast Cancer Research Foundation® (BCRF) will once again join forces to draw attention, raise awareness and generate funds in the fight against breast cancer. Macy's stores across the country will support the breast cancer awareness movement by offering exclusive "hot" pink fashions, cosmetic and home merchandise.

In the pink once again this year is I.N.C. International Concepts and Ellen Tracy, two brands that are committed to supporting breast cancer awareness. For 2011, INC will offer three t-shirt styles for the cause. Starting in October, customers who purchase the *Scroll & Ribbon* hoodie; the *Strength, Courage & Will* long sleeve, or *Sublimation* butterfly t-shirts will be making a contribution to the fight against breast cancer. Each shirt retails for \$49.50, with 5 percent of the purchase price going directly to BCRF. Ellen Tracy is all about love with the new *Love Yourself* t-shirt, which will retail for \$29.50 with 10 percent of the purchase price to be donated to BCRF.

According to the American Cancer Society, more than 200,000 new cases of invasive breast cancer (Stages I-IV) will be diagnosed among women in the United States, resulting in approximately 40,000 deaths. Breast cancer is the second leading cause of cancer death in women, after lung cancer. Through various partnerships and joint efforts Macy's maintains a steadfast dedication to finding a cure. This year's program is targeted to reaching customers in every aspect of their lives.

"Macy's partnership with the BCRF has allowed us to further our advocacy and support of the breast cancer awareness movement. As a leading killer of women, breast cancer affects all of us and its impact can be felt globally. Our partnership with The Breast Cancer Research Foundation allows everyone from our vendors, employees and customers to get involved and join in the fight to finding the cure. For more than 10 years we've supported BCRF's research and prevention initiatives, and we'll continue to champion this cause until a cure is found," says Martine Reardon, executive vice president of Marketing for Macy's.

"The Breast Cancer Research Foundation is privileged to have Macy's and their loyal customers join us in our fight against breast cancer," said Myra J. Biblowit, President of The Breast Cancer Research Foundation. "The Breast Cancer Research Foundation provides critical funding for innovative clinical and translational research. We believe that research saves lives, and Macy's brings national attention to our cause."

In addition, Macy's and macys.com customers who shop the following: Clinique's *Great Lips, Great Cause Breast Cancer Awareness lip set*; Coach's *Phoebe* bangle; Estée Lauder's

Evelyn Lauder Lip Collection; Conair's Power of Pink flat iron; Aerosoles Loafer in Pink Pony hair are just a few "hot pink" items that will also support the cause as each purchase will result in a donation to BCRF

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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® and the Macy's Thanksgiving Day Parade®, 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.

Visit Macy's or macys.com/pink during the month of October to check out the INC dress, the Ellen Tracy t-shirt and other pink merchandise that support the cause.

About The Breast Cancer Research Foundation®

The Breast Cancer Research Foundation® was founded in 1993 by Evelyn H. Lauder as an independent, not-for-profit organization dedicated to funding innovative clinical and translational research. In October 2011, BCRF will award \$36.5 million to 186 scientists across the United States, Canada, Latin America, Europe, the Middle East, Australia and China. Currently, more than 90 cents of every dollar donated is directed to breast cancer research and awareness programs. With exceptionally low administrative costs, BCRF continues to be one of the most efficient organizations in the country. BCRF has received an "A+" from The American Institute of Philanthropy. For more information about BCRF, visit www.bcrfcure.org.

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