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Macy's Launches mBLOG, a New Online Destination for Fashion, Beauty, Home and Lifestyle Editorial

mBLOG provides consumers with fresh content from Macy's experts and popular bloggers including Fashionista.com and FoodRepublic.com

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced the launch of mBLOG, an online destination offering the ultimate insider's guide to fashion, beauty, home and lifestyle news and trends at macys.com/mblog. In addition to updates from Macy's experts, the site integrates exciting content into the fashion, beauty and weekend categories, through partnerships with established experts from Fashionista.com and FoodRepublic.com. These partners will provide how-to videos, trend-spotting, user and expert reviews, original blog posts and more. Officially launching today, mBLOG visitors will enjoy a variety of topics daily, including fashion and beauty tips, product launches, expert advice, insider access to the hottest in-store events, major sales and much more.

"Macys.com is already a leading resource for fresh fashion, home and beauty products from the world's top brands," said Martine Reardon, executive vice president of marketing for Macy's. "We are excited to enrich our customers' online experience, offering a destination for high-quality content that gives readers direct access to a unique and influential set of voices."

mBLOG offers a unique view of fashion, beauty and home content with information supplied from a network of industry experts. Each day of the week is dedicated to a specific topic, providing readers new content regularly. In addition, embedded e-commerce enables readers to purchase featured merchandise directly from macys.com. With something for everyone, our industry experts touch on a variety of subjects, including:

Monday's – Women's Fashion: Each week, this section provides key items and must-have trends, with fun and informative articles geared specifically for women. In the recurring feature aptly titled *In My Humble Opinion*, guest bloggers, including Macy's top fashion executives and celebrity designers, offer up their personal takes on style-related topics. To extend mBLOG's fashion content, Macy's also partnered with well-known fashion news website, Fashionista.com. Chronicling everything that shapes the fashion universe from hot new trends to the season's must-see events approximately four times per week, Fashionista.com acts as the ultimate authority on all things fashionable.

"We're so thrilled to be working with such an iconic brand like Macy's – we're all about accessible fashion and so are they. It's a perfect match," said Leah Chernikoff, executive editor, Fashionista.com.

Tuesday's – Men's: The men's style section offers a weekly round-up of the coolest new

fashions, accessories and gadgets for guys. In the fashion advice column *The Ugly Truth*, guys discover what one girl truly thinks about the clothes they wear. Rounding out all things for men, beauty experts share insight and tips on the latest products and grooming for him.

Wednesday – Home: mBLOG's home section offers visitors great designs and inspiring ideas for turning their house into the home of their dreams. Need a little help in the kitchen? In *Look Who's Cooking*, the celebrity chefs from Macy's Culinary Council lend a hand with delicious recipes and expert tips for creating quick and healthy meals everyone will love. Need a housewarming gift? *Gifted* helps you find the perfect gift for that special occasion with a top 10 list of gifts to give! Further exploring the culture of food, mBLOG also includes regular posts from FoodRepublic.com, a website dedicated to inspiring happier living and better eating.

"Food Republic co-founder and Macy's Culinary Council member Marcus Samuelsson and the entire Food Republic team are excited to team up with Macy's on the mBLOG," said Richard Martin, editorial director, Food Republic. "Macy's is America's go-to source for all things home, especially quality cookware, culinary news and even cooking classes headed by master chefs."

Thursday – Accessories: Fashionista.com also gives its insight on the season's most fabulous new fashion accessories including shoes, handbags and jewelry, while offering tips on putting it all together. As an extra bonus, *I Spy* chronicles how real women are incorporating the latest accessory trends into their wardrobes.

Friday – Beauty: The beauty section features insight and tips on all things beauty related, from reviews of the best products on the market, to celebrity interviews and event reports, readers will have a front row ticket to everything they need to know.

Saturday & Sunday – MISC. Macy's *Buzz* and *Weddings* content gives viewers the inside scoop on the latest happenings in the world of fashion and design, plus book reviews, exhibition news and much, much more. For the hippest place to visit, *Destinations* tells you what to see and where to be seen in America's favorite cities from coast-to-coast. For family fun, *All in the Family* gives you entertaining ideas and useful information from DIY projects to pet-training tips for busy families who need a little extra help.

Be the first to experience mBLOG by visiting macys.com/mblog.

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® 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.

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=50044257&lang=en>

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