

August 5, 2014

macy's inc

Macy's "Weddings with Clinton Kelly" Campaign Offers New Resources for Brides-To-Be

As "Wedding's Best Man" for Macy's, Clinton Kelly lends his lifestyle expertise to help with everything wedding, from building the perfect registry to getting aisle ready

One lucky couple will win a \$10,000 registry to build their dream home, complete with a VIP shopping experience with Kelly in New York City

NEW YORK--(BUSINESS WIRE)-- Macy's today announced a new campaign, "Weddings with Clinton Kelly," providing a treasure trove of big-day advice and helpful resources for couples. Starting this month as "Wedding's Best Man" for Macy's, Clinton Kelly will lend his lifestyle, fashion, entertaining and etiquette expertise through a new online hub, macys.com/weddingswithclintonkelly. As part of the campaign, one lucky couple also will win a \$10,000 registry courtesy of Macy's and a trip to New York City to shop with Kelly.



"Clinton Kelly has long been a valuable member of the Macy's family, and we're excited to embark on this collaboration to help our customers as they enter one of the most exciting chapters of their lives," said Martine Reardon, Macy's chief marketing officer. "In addition to useful content and tips for each step of the wedding planning process, one lucky couple will have the opportunity to receive one-on-one tips from Clinton and a \$10,000 registry to furnish their dream home."

Weddings with Clinton Kelly

As a former host of TLC's longest-running primetime reality series, *What Not to Wear*, author of multiple style and entertaining books, and current moderator for ABC's *The Chew*, Kelly is known for providing fabulous advice that women love. A part of Macy's family since 2005, Kelly has offered his unique blend of

Macy's teams up with lifestyle expert Clinton Kelly to offer new resources for brides and grooms-to-be via macys.com/weddingswithclintonkelly (Photo: Business Wire)

fashion expertise and style secrets to customers through special events, online content and more. Now, in collaboration with Macy's, the lifestyle authority will lend his advice

via a new online hub – macys.com/weddingswithclintonkelly.

The guide features a comprehensive collection of articles and videos to help build the perfect registry, including tips on choosing the right flatware and fine china, bedding, and kitchen essentials. Kelly's famed fashion advice also will live on the site, covering topics such as how to accessorize the gown in smart ways, big-day beauty tips and how to dress for all the big events coming up – from engagement parties and showers to the bachelorette and rehearsal dinner.

"There's a lot that goes into preparing for the happily ever after and I wanted to help brides-to-be navigate the wedding process from start to finish – whether it's big-day style and finding the right accessories for the gown or choosing the right registry items that fit your lifestyle," said Kelly. "I'm thrilled to partner with Macy's on this program, and hopefully we'll make checking off the big wedding day to-do list easier."

Ultimate Registry Experience with Clinton Kelly

One couple will win a VIP registry experience to make their happily ever after even sweeter. Customers who visit macys.com/clintonkellysweeps between August 14 and September 14 can enter for a chance to win a weekend getaway to New York City, complete with air travel, hotel accommodations for two nights and dinner for two. As part of this exclusive prize package, the winning couple will have the opportunity to shop at Macy's Herald Square with Kelly, who will help them build their dream home with a \$10,000 registry, courtesy of Macy's.

The Weddings with Clinton Kelly campaign will be supported by exclusive events with Kelly in select stores, social media, digital media and print advertising.

For more information about the new campaign and for wedding advice from Macy's and Clinton Kelly, visit macys.com/weddingswithclintonkelly.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers 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. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more

than \$70 million each year to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140805006251/en/>

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Source: Macy's