

December 9, 2010



The Star Attraction - Macy's is the # 1 U.S. Department Store Retailer Among International Visitors

New International Shopping Survey conducted in partnership with Shop America Alliance and the U.S. Department of Commerce Identifies the power of U.S. Brands among International Shoppers who are visiting from the Top 5 Tourism Growth Markets including Australia, Brazil, China, India and Korea

NEW YORK--(BUSINESS WIRE)-- For more than 150 years, Macy's (NYSE:M) has brought the world unparalleled fashion, value and magical experiences. It's no wonder that the magic of Macy's reaches across borders, as evidenced by the newly released International Traveler/Growth Markets Study, which polled visitors from 5 of the world's most significant markets and in which Macy's came out on top as the #1 department store retailer in the U.S.

Macy's International Saving Pass offers visitors a unique discount on most purchases in the store during their stay. (Photo: Business Wire)

Mandala Research, an independent Washington, DC based travel research firm announced today the initial results of a significant international visitors study underwritten by Macy's and Shop America Alliance and conducted in partnership with the United States Department of Commerce/Office of Travel & Tourism Industries (DOC), which polled inbound travelers to the U.S. on their overall itineraries and specifically on their shopping plans. The initial findings detail key trends amongst the Top 5 emerging/growth markets as identified by the DOC including visitors from Australia, Brazil, China, India, and Korea. The study was conducted amongst 2,500 respondents from August through October 2010, over age 18 who visited the U.S. in the past 12 months. A key finding of the survey details that travelers from these markets spend on average \$3,517 on their trip to the U.S. with one-third of that spent on shopping. Indeed, a majority (56%) of travelers indicated that shopping was the key driver in their choice of the U.S. as a destination.

"We are extremely pleased with the top marks we received in this eye-opening survey of travelers from these emerging and growth markets," said Kristen Esposito, vice-president of Macy's Visitor Services and Tourism. "For over two decades our Visitor Services and Tourism programs have targeted overseas travelers with special amenities and discounts including our extremely popular International Savings Card. This survey proves that this outreach has had a major impact on our business and has made Macy's an international shopping destination that provides tourists with great brands, customer service and fantastic value."

The study results showed that Macy's had the most brand awareness among other department store retailers. In a ranking including other top U.S. brands from different businesses, Macy's rated second only to McDonald's in recognition. As the top shopping

destination, Macy's carries many of the brands that travelers indicated as their top choices. From national brands including Levi's, Ralph Lauren and Diesel to limited distribution and exclusive brands including apparel/accessories from Jessica Simpson, Tommy Hilfiger and Madonna's Material Girl juniors collection, Macy's carries the most coveted apparel brands at a great value.

To provide a welcoming experience and great services to these foreign shoppers, Macy's Visitor Services provides compelling incentives and programs including the hugely popular International and Domestic Savings Program, which gives travelers a 10% off discount on most purchases throughout the store with qualifying documentation (Government id, Passport, etc). The Macy's visitors savings passes are available nationwide and are valid for 30-days for international visitors and 3-days for domestic travelers. Guests are also welcome to stop by Macy's in-store Visitor Centers for concierge services which include shopping and language assistance, tourist information, plus coat and package check (where available). Visitor Centers are currently located in Boston, Buffalo, Houston, New York, Chicago, McAllen (Texas), Las Vegas, New Orleans, Philadelphia, San Diego and San Francisco.

To provide a nationwide and international venue to educate and make services available to a wider audience, Macy's also runs a traveler focused website at www.visitmacysusa.com, that delivers this information directly to travelers where a large portion of them do most of their early research - online, a fact backed up by the survey results. Visitmacysusa.com offers unique features including information on Macy's iconic events, popular fashion brands, and special offers like gift cards or shopping packages. For Macy's destination stores in New York, Philadelphia, San Francisco, Houston, New Orleans and Chicago, the site highlights unique features including store history, in-store services, local dining options, group programs and store or market iconic events. In addition, the site offers travelers the opportunity to book flight and hotel packages. Macy's joined with Kiwi Collection, the most comprehensive directory of luxury hotels of the world, to offer domestic and international visitors a comprehensive hotel search and booking engine. The Macy's Luxury Hotel Collection is comprised of the best hotels in all six key Macy's destination cities. With a best rate guarantee and "Macy's Advantages" special offers, which range from complimentary upgrades to welcome gifts upon arrival, the hotel portfolio is designed to ensure that visitors enjoy both comfort and style. Supplementing the exclusive preferred luxury hotel portfolio offered for the six key Macy's destination markets, travelers can also book their trip to any Macy's location by using the travel widget by Trip.com. The best travel search tool on the market, the Trip.com travel widget allows the public to search for the best rates on flights, hotels, car rentals, cruises and vacation packages across a multitude of travel websites with just one click and right from the visitmacysusa site.

The White Paper with an executive summary of the study findings will be available in January 2011. The report will be available at www.MandalaResearch.com and www.ShopAmericaTours.com.

For more information on Macy's Visitor and Tourism program, please visit www.visitmacysusa.com.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6539996&lang=en>

Source: Macy's