

March 28, 2011



Macy's and Bobbi Brown Team Up for Beauty That Gives Back

Exclusive product at Macy's helps raise funds and awareness for Dress for Success(R)

NEW YORK--(BUSINESS WIRE)-- As a makeup artist, Bobbi Brown knows how much a woman's appearance can be associated with her self-worth. And for many disadvantaged women reentering the work force, it may be difficult to look the part. To help low income women with both professional appearance and career development tools, this spring Macy's and Bobbi Brown Cosmetics are proud to support Dress For Success(R), the international nonprofit that promotes economic independence for disadvantaged women by providing a network of support to help women thrive in work and in life.

Bobbi Brown exclusive set at Macy's (Photo: Business Wire)

Macy's will partner with Bobbi Brown Cosmetics to offer customers the opportunity to purchase the exclusive set beginning March 27 on www.macys.com and March 30 in 86 Macy's stores. 100 percent of the purchase price of the set will benefit Dress For Success(R) Worldwide. The set is designed to make it quick and easy for any woman to look her best, featuring a five shadow eye palette, lip color, two shades of lip gloss and extreme party mascara. The exclusive set retails for \$60 (valued at \$121) and will be available while supplies last. To learn more and to shop, visit www.macys.com/bobbi.

Bobbi Brown herself has been involved with Dress For Success(R) for more than a decade. In New York City, Bobbi Brown artists volunteer monthly at Dress For Success(R), teaching clients how to put their best face forward. "Dress for Success(R) is an amazing organization that gives women the tools and knowledge they need to look like and eventually become the person they hope to be," stated Bobbi Brown. One of the missions of Bobbi Brown Cosmetics is to do what the company can to help improve the lives of those in our community and beyond. Ms. Brown and the company use their resources, passion and energy to raise awareness and effect meaningful changes. When asked why she devotes time to these philanthropic efforts, Brown's answer is simple and heartfelt, "I love helping others because it feels good."

"We're very excited about our partnership with Bobbi Brown Cosmetics," said Muriel Gonzalez, Macy's EVP/GMM/Cosmetics, Fragrances and Shoes. "Macy's is committed to giving back to our local communities and it's extremely important now as there are a large number of women re-entering the workforce. This exclusive partnership allows us to help our customers transform themselves while helping other women change their lives. We are proud to offer our customers an easy way to make a positive difference in the lives of women throughout our communities while enjoying a great product at Macy's."

About Bobbi Brown

[Bobbi Brown](#) first arrived on the beauty scene in 1991 with the launch of Bobbi Brown Essentials, 10 brown-based lipstick shades created to fill a void in the market of simple, flattering and wearable makeup. Bobbi's unique approach to cosmetics was a long-awaited gift for women who at the time had no options in makeup that actually matched their skin tone. Bobbi became an instant champion for women everywhere looking for a natural makeup solution.

About Dress for Success(R)

Dress for Success(R) is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success(R) has expanded to more than 100 cities in the United States, Australia, Canada, Mexico, the Netherlands, New Zealand, Poland, the UK and the West Indies. To date, Dress for Success(R) has helped more than 500,000 women work towards self-sufficiency. Visit www.dressforsuccess.org to learn more.

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(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=6660860&lang=en>

Source: Macy's, Inc.