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New Show Set to Open on Broadway on March 25: Macy's Flower Show® Branches out to Broadway Plaza for the First Time in 38 Years with Renovation of Herald Square Flagship Store

NEW YORK--(BUSINESS WIRE)-- This March the 38th annual Macy's Flower Show® literally turns the streets of New York City into a veritable urban jungle as the spring time event moves from its home inside the world-famous flagship store at Herald Square to the outside - on Broadway Plaza. Nestled within the concrete and skyscrapers of midtown, this year's sensory floral salute, *Brasil: Gardens in Paradise*, presented in a tented display, will open to the public beginning Sunday, March 25 through Saturday, April 7, 2012.

For the first time in 38 years, this perennial favorite of the season will branch out of the store and take root between 34th and 35th Streets on Broadway instead of the majestic Main Floor of Macy's. Due to an unprecedented, top to bottom, multi-year, multi-million dollar renovation of the store, Macy's Main Floor will undergo an extraordinary transformation beginning in mid-March that will coincide with the two-week run of the show. In Macy's commitment to the City of New York, New Yorkers, and flower lovers all over the globe, Macy's Flower Show will be presented in an urban showcase with the City of New York as a backdrop.

"This year's Macy's Flower Show will be a completely different experience for our audience," says the show's Executive Producer, Robin Hall. "It's a radical departure from the show's traditional home, the dramatic main floor inside Macy's Herald Square. Together with our presenting partner, NYC & Company, and our teams of floral designers, landscapers, engineers, builders and artists, we are all excited by all the challenges and creative possibilities in staging the event in a temporary location."

Staged in a climate-controlled, custom-made tent spanning 150 ft. from 34th to 35th Streets, and 33 ft. wide, the 5,000 square foot show will be an artistically and visually stunning salute to one of South America's most captivating countries, Brasil.

Macy's Flower Show *Brasil: Gardens in Paradise* offers a virtual and panoramic view of this spectacular and storied oasis. This year's show celebrates the culture, spirit, and landscape of Brasil through architectural design and indigenous botanicals. Capturing the colors of Carnival, the beauty of Brasil's beaches from Copacabana to Ipanema, and the rich wonderland that is the Amazonian rainforest, this show is paradise in the city.

Always free, fresh and in season, Macy's Flower Show will be open during regular store

hours.

Macy's Flower Show (NYSE:M) is made possible in part through partnerships with NYC & Co. For additional information, contact the Macy's Flower Show Hotline at (212) 494-4495, or visit www.macys.com/flowershow.

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