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macy's inc

Season Two of “Macy’s Million Dollar Makeover with Clinton Kelly” Airs April 17 on TLC

The retailer launches “One Million Makeovers” in stores across the country beginning March 6

NEW YORK--(BUSINESS WIRE)-- Season Two of “Macy’s Million Dollar Makeover with Clinton Kelly” is underway, and this year’s life-changing experience airs Tuesday, April 17 at 7/6c on TLC. The program will take viewers on an exciting and emotional journey, focusing on three entrepreneurs who are looking to make their professional dreams a reality in one of three areas: fashion, food or home. Macy’s Million Dollar Makeover offers them each a shot at \$1 million during a fast-paced hour on TLC in April, but fans can join the excitement starting March 6 when Macy’s and Estée Lauder present “One Million Makeovers” in stores across the country.

Macy's Million Dollar Makeover with Clinton Kelly (Photo: Business Wire)

“Last year’s surprise reveal of our Million Dollar Makeover winner was a thrilling moment, and we’re excited to take this program to the next level by sharing the experience with television viewers across the

country,” said Martine Reardon, Macy’s chief marketing officer. “This year we’ve introduced an exciting in-store experience for Macy’s customers, inviting them to receive their very own beauty makeover as part of our ‘One Million Makeovers’ initiative.”

The “Macy’s Million Dollar Makeover with Clinton Kelly” call for applications at [facebook.com/macys](https://www.facebook.com/macys) took place Jan. 3 through Jan. 31. After “liking” Macy’s Facebook page, applicants submitted either a short video or essay and photos about their professional goals and aspirations in one of the highlighted areas of fashion, food or home. Following the entry period, three applicants were selected to move on to the next round, with the final winner to be revealed to America on TLC.

Beginning March 6 through July 31, Macy’s and Estée Lauder are giving away “One Million Makeovers.” Customers can stop by any Macy’s Estée Lauder counter to be part of America’s biggest beauty makeover ever and receive a free makeover through a private consultation with a beauty advisor. While beauty consultations are offered to customers on a regular basis, Macy’s and Estée Lauder are excited to offer one million makeovers this spring. There is no appointment or purchase necessary.

“Macy’s Million Dollar Makeover with Clinton Kelly” was open to legal residents of the United States who are 18 years of age or older.

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[®] 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.

About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network in key female demos, TLC has built successful franchises around the Cake Boss and Say Yes to the Dress brands. In 2011, TLC had 28 series averaging 1.0 million P2+ viewers or more including Sister Wives, My Strange Addiction, Extreme Couponing, Toddlers & Tiaras, NY Ink, 19 Kids and Counting, and What Not To Wear.

TLC is available in more than 99 million homes in the US and 75 million households in 34 countries internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, including an iPhone App, and through social media such as Facebook or @TLC on Twitter. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 210 countries and territories.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50195735&lang=en>

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