

April 24, 2012



## Macy's to Open New Store in Sarasota, Florida

CINCINNATI--(BUSINESS WIRE)-- Macy's, Inc. (NYSE:M) today announced it will open a Macy's store in Sarasota, FL, in fall 2014. The two-level, 160,000-square-foot Macy's will be an anchor of the new Mall at University Town Center, on which construction will begin later this year.

In Sarasota, Macy's will offer a full range of apparel and accessories for women, men and children, as well as housewares, home textiles and luggage. The store is expected to employ approximately 175 associates.

"In Sarasota, Macy's serves a strong year-round community as well as a thriving population of tourists and winter residents. The University Town Center location will provide us the opportunity to serve new and existing customers with the distinctive fashion, great value and exciting shopping experience for which Macy's is known," said Peter Sachse, Macy's chief stores officer. "We will continue to tailor our offering in Sarasota to meet the unique needs of the customers who live, visit and work there, and we expect to continue to be active members of the community."

Macy's currently operates three stores in the Sarasota-Bradenton market – at Southgate Mall, Sarasota Square and DeSoto Square.

Macy's, Inc., with corporate offices in Cincinnati and New York, is one of the nation's premier retailers, with fiscal 2011 sales of \$26.4 billion. The company operates about 840 department stores in 45 states, the District of Columbia, Guam and Puerto Rico under the names of Macy's and Bloomingdale's, as well as the [macys.com](http://macys.com) and [bloomingdales.com](http://bloomingdales.com) websites. The company also operates seven Bloomingdale's Outlet stores.

All statements in this press release that are not statements of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements are based upon the current beliefs and expectations of Macy's management and are subject to significant risks and uncertainties. Actual results could differ materially from those expressed in or implied by the forward-looking statements contained in this release because of a variety of factors, including conditions to, or changes in the timing of, proposed transactions, prevailing interest rates, changes in expected synergies, cost savings and non-recurring charges, competitive pressures from specialty stores, general merchandise stores, manufacturers' outlets, off-price and discount stores, new and established forms of home shopping (including the Internet, mail-order catalogs and television) and general consumer spending levels, including the impact of the availability and level of consumer debt, the effect of weather and other factors identified in documents filed by the company with the Securities and Exchange Commission.

(NOTE: Additional information on Macy's, Inc., including past news releases, is available at

[www.macysinc.com/pressroom](http://www.macysinc.com/pressroom)).

Macy's, Inc.

Media - Jim Sluzewski, 513-579-7764

or

Investor – Matt Stautberg, 513-579-7780

Source: Macy's, Inc.