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Floral Meets Fashion as Macy's Welcomes Spring with Annual Flower Shows, Including New Show in Philadelphia

Elaborately Designed Gardens Take Bloom in Five Cities This April, Offering Visitors Free Activities and Events for the Entire Family

NEW YORK--(BUSINESS WIRE)--Apr. 1, 2009-- Macy's Flower Show[®] – an annual spring celebration of spectacular flowers, topiaries and trees from every corner of the world – will be on display for two weeks in April at Macy's (NYSE:M) stores in Chicago, Minneapolis, New York City, San Francisco, and for the first time in Philadelphia. Featuring vast and lush landscapes, fantasy bouquets and a schedule of seminars and events that usher in spring, these shows exhibit brilliant indoor landscapes in a dynamic, unexpected environment where flowers, fashion, culture and music combine. Now one of Macy's most beloved traditions, the shows feature more than 180,000 square feet of gardens and 37,000 different varieties of flowers, plants and trees across the five shows. All Macy's Flower Shows are free to the public.

"Macy's Flower Shows have become a true rite of spring for our customers," said Robin Hall, senior vice president of Macy's Entertainment Group. "Our shows have become the opening act of the season, one that literally 'changes' the retail landscape. Each of our shows represent vibrant transformations of our flagship stores that each year seem to reach new creative heights. And in 2009, we're celebrating the addition of a new show in the soaring Grand Court of our landmark store in Center City Philadelphia."

As part of this year's expanded event, all five shows will feature the floral tablescapes program. In each store, six talented designers will produce beautiful table settings with flowers provided by Rio Roses[®]. Based on the idea of an enchanted dinner party, visitors to the shows will experience personalized creations showcasing displays from Martha Stewart Collection, Mikasa, Lauren Home, Rebecca Moses, a special Waterford and Wedgwood table inspired by the Showtime hit "The Tudors," and a Wedgwood 250th Anniversary table showcasing patterns from the brand's rich history.

Debuting at Macy's in California as the first department store flower show in 1946, the event started as a fragrance promotion in the cosmetics department and has now evolved into one of Macy's most beloved events.

Macy's Herald Square, New York City

This spring, Macy's Herald Square is celebrating its 35th annual Macy's Flower Show, *Dream In Color*. For two weeks in April, the main floor of the *World's Largest Store* will be transformed with vibrant colors and extravagant floral designs. Kicking off the spring

spectacular on April 5, the store's intricate garden displays will feature more than 1 million bulbs and over 30,000 varieties of flowering plants and trees from six continents. Additionally, the event will include an extensive line-up of in-store demonstrations and special events for visitors.

An ongoing tradition, this year's Flower Show will include magnificent flowering cherry trees and the Bouquet of the Day centerpieces created by world-renowned floral/entertainment designers. New for 2009 are the highly detailed main attractions of the show – three pairs of 10-foot-tall flamingo topiaries constructed from live flowers.

In addition to the indoor garden setting, Macy's Herald Square's world-famous Broadway windows will feature six living gardens consisting of thousands of live flowers that portray an oversized flamingo traveling to various destinations including Mexico, Japan, New York City, Las Vegas, as well as a rainforest and a tropical setting.

Macy's Center City, Philadelphia

For the first time since the early 1970's, Macy's is bringing back flowers to the Grand Court at Macy's Center City in partnership with the Pennsylvania Horticultural Society. The site of Wanamaker's own Flower Shows from the 1930's through the early 1970's, the highly-anticipated *Dream In Color* event will feature 18-foot Okami Cherry Trees, two pairs of gigantic 12-foot pink flamingo topiaries and a profusion of spring flowers. Honoring the history of the Center City store, the Wanamaker Eagle will take center stage as part of a spring garden.

Macy's Center City will also feature special floral designs in the Chestnut and Market Street windows.

Macy's Downtown Minneapolis

Spring has returned to Macy's Downtown Minneapolis with this year's Macy's Flower Show With Gardens by Bachman's. Embellishing the 12,000 square feet of the eighth floor Auditorium, this year's *Dream In Color* show will center around two spectacular 10-foot-tall flamingo topiaries, as well as the Wollemi Pine, one of the world's oldest and most rare plants discovered in Australia in 1994.

Featuring seven gardens designed to highlight colors and plants symbolizing different regions of the world, the show will offer in-store activities, workshops and seminars allowing visitors to experience the sights, sounds and tastes from around the globe.

Macy's on State Street, Chicago

The first floor of Macy's on State Street will welcome customers with dazzling floral delights, along with additional showcases in the middle fountain atrium and the famed Walnut Room. Celebrating the *Dream In Color* theme of the show, gardens featuring thousands of flowering plants will be positioned in color blocks, while more than 125 plastic lawn flamingos will adorn the store. With eight hand-crafted metal flamingos hung from pillars down the main aisle, and an entire flock of the trendy-kitsch flamingo lawn ornaments positioned in the Walnut Room's fountain, visitors to the store are transported into an urban fantasy. In addition, six of the store's popular windows will also feature the splendor of fashion-meets-

floral magic as part of this year's show.

Macy's Union Square, San Francisco

From Friday, April 3rd through Saturday, April 18th, Macy's Union Square will come to life with visions of enchanted forests, magical marshlands and storybook castles. The oldest of all the Macy's Flower Shows, Macy's Union Square's 63rd Annual Show *A Bohemian Garden* takes inspiration from the historic countryside of Prague, the true Bohemian city. Mystical creatures such as fairies, unicorns, wood nymphs and fireflies play and hide amongst thousands of spring blooms, lush greens, and oak, maple and manzanita forests. Hand crafted bejeweled Easter eggs inspired by Fabergé, landscape murals commissioned by a local artist, rabbit topiaries and candy garlands complete the fairytale kingdom.

In addition to the mythical world in the store, San Francisco's favorite store windows will house a spectacular tree that grows jewel-encrusted eggs. Butterfly rainbows, peek-a-boo fairies, richly colored peacocks and twinkling fireflies complete the captivating scene. Visitors can also enjoy one of the many Bohemian-inspired events, including performances, flower arranging and cooking demonstrations.

Macy's Flower Shows are sponsored in part by the following partners

Care Bears™

Since 1982, The Care Bears™ have been connecting with children and families around the world, teaching kids about the importance of caring and sharing. Care Bears™ is a proud second-year sponsor of Macy's Flower Show at Herald Square showcasing a fun-loving Care Bears™ Children's Garden on 7. Macy's will host a Care Bears™ Coloring Station meet-and-greet Kids event on April 11.

Colonial Williamsburg®

You're invited to travel back in time! The Colonial Williamsburg Foundation, in Williamsburg, Virginia, operates the world's largest living history museum. A sponsor of the Macy's Flower Show at Herald Square for its third consecutive year, a Pleasure Garden will be on display in The Cellar that captures the spirit and character of an authentic 18th-century garden. Additionally, two exciting and popular events will be led by members of the Colonial Williamsburg staff: April 5, Clark Taggart - Manager of Colonial Williamsburg's Floral Design Studio at the Williamsburg Inn & April 7, Executive Chef Rhys Lewis of the Williamsburg Lodge.

DKNY Be Delicious Fresh Blossom

DKNY Be Delicious Fresh Blossom Inspired by the beauty of the apple blossom.

DKNY Be Delicious Fresh Blossom is a fresh floral with an innocent playfulness. This is the ideal springtime compliment to the DKNY Be Delicious Collection. The fragrance is participating in the Flower Show by sponsoring a bouquet of the day at the Herald Square Store in addition to several customized displays at State Street in Chicago.

Harajuku Lovers

Harajuku Lovers Fragrance. A fatal attraction to cuteness. Five new fragrances, each with its own scent and style. Harajuku Lovers is a proud sponsor of the Flower Shows in Macy's Herald Square, Macy's on State Street, Macy's Downtown Minneapolis and Macy's Center City Philadelphia. Macy's will host events at Herald Square (April 5), Center City (April 11) and State Street (April 17) featuring the larger-than-life balloonheads of Gwen Stefani's Harajuku Girls straight from the Macy's Thanksgiving Day Parade®.

HP

The HP Mini Vivienne Tam Edition – Say Hello to Digital Couture! Fashion Icon Vivienne Tam partnered with technology icon HP to create the world's first digital clutch. The peony pattern bursting with color is a perfect fit for the Macy's Flower Show. HP is the proud sponsor of three peony gardens that feature a high-fashion mini computer that defines digital couture at Macy's Herald Square (2nd Floor), Macy's on State Street (3rd Floor) and Macy's Union Square (3rd Floor).

My Princess Academy™

A new sponsor of Macy's Flower Show at Herald Square, MyPrincessAcademy.com is a wondrous online destination that plays an inspired role in the positive development of girls' ages three and up. Their charming Children's Garden on 7 will feature as its centerpiece the "4 Pillars" of being a real princess -- generosity, intelligence, beauty and confidence. Macy's will also host a My Princess Academy tea party, complete with princess etiquette lessons, on April 5.

Rio Roses

All five Macy's Flower Shows will display beautiful floral tablescapes featuring setting from talented designers. Rio Roses has completed each look with a beautiful floral display. Rio Roses provides consumers with roses of outstanding quality, extra long vase life, and an amazing selection of over 170 varieties. Florists trust Rio Roses because Rio Roses grows each rose with the utmost care and every flower meets the highest quality standards in the industry.

Thrivent Financial

A new sponsor of Macy's Flower Show at Downtown Minneapolis, Thrivent Financial for Lutherans is a faith-based, not-for-profit financial services organization helping approximately 2.6 million members achieve their financial goals and give back to their communities. Thrivent Financial will host a number of special events during the Flower Show.

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. Offering distinctive assortments including exclusive fashion and home brands, Macy's stores are operated by four regionally based retail divisions – Macy's East, Macy's Florida, Macy's Central, and Macy's West – and an online store at macys.com.

For Macy's media materials, please visit our online pressroom at www.macys.com/pressroom

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