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Macy's Hosts Fourth Annual Shop For A Cause Day

Customers Donate \$5 to Local Charities and Receive Special Macy's Savings Pass on Saturday, October 17th

NEW YORK--(BUSINESS WIRE)-- Macy's (NYSE:M) today announced its fourth Annual "Shop For a Cause" charity shopping event, which has raised nearly \$28 million for charities across the country since 2006. This year's Shop For A Cause event will take place at all Macy's stores and on macys.com on Saturday, October 17, 2009.

"Shop For A Cause is an incredibly special way for us to support important causes and celebrate our connections to our local communities," said Peter Sachse, Macy's Chief Marketing Officer. "Through this program, we have been able to raise nearly \$28 million over the last few years for the local charities that matter most to our communities and customers. It is a compelling way to support charitable work across the country and will be particularly meaningful for our charity partners this year."

For "Shop for A Cause," Macy's donates shopping passes to participating charities in all of its markets across the country. The shopping passes are then sold by the charitable organizations for \$5 each in the weeks leading up to the event. The organizations keep 100 percent of the proceeds from the sale of the shopping pass. Pass holders can redeem their passes at any Macy's store or online at macys.com on October 17th to receive 20 percent off most men's, women's, kids and accessories merchandise, 10 percent off most home items, and 25 percent off a single item (exclusions apply, see actual pass for rules). Shopping passes are also sold at Macy's stores from September 1, 2009 through October 17, 2009, and at macys.com on October 17th, 2009, with 100 percent of the proceeds from the sale of the pass to benefit designated charitable organizations including Feeding America and local food banks as part of Macy's national "Come Together" campaign that aims to provide 10 million meals for the hungry and to other designated charities.

Local charities can register to participate in Macy's Shop For A Cause by logging onto www.macys.com/shopforacause. Customers wanting to purchase a ticket to benefit a specific non-profit organization can look up participating charities on www.macys.com/shopforacause.

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. 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.

Source: Macy's