

February 9, 2010



Explosions of Harmony Macy's 4th of July Fireworks(R) Light up the Sky with Color and Sound

New York City's Hudson River Will Once Again Serve as the Backdrop for the Nation's Largest 4th of July Fireworks Display

NEW YORK--(BUSINESS WIRE)-- A chorus of thunderous sound, dazzling displays of color and jaw-dropping effects return to the sky over New York City for the 34th Annual Macy's 4th of July Fireworks^(R). On Sunday, July 4, 2010 at 9:00 pm, the nation's largest display of patriotic firepower will unfold over the Hudson River. With more than 3 million spectators and millions of television viewers nationwide, this year's revelry promises to cap off America's birthday celebrations with a bang.

American Harmony, the theme of this year's pyrotechnic spectacular will celebrate the nation's unique musical voice with a rousing score featuring vocal harmony in styles uniquely American. From a capella and gospel to barbershop quartets and choral ensembles, Macy's Fireworks this year will be choreographed to a high-flying range of vocal acrobatics. The score, which serves as the inspiration and musical blueprint for the explosive action, will feature The New York Pops orchestra and the Mormon Tabernacle Choir, in addition to some of America's top vocal groups.

Honoring America's 234th birthday, Macy's (NYSE:M) will fire more than 40,000 pyrotechnic shells during the 26-minute synchronized display. Designed in collaboration with SOUSA Fireworks, the show will be set off from six barges positioned in midtown Manhattan on the Hudson River. The showstopping display will fire approximately 1,500 shells per minute reaching heights of more than 1,000 feet, giving millions of spectators magnificent views.

Spectators from coast-to-coast will have a front row view of the pyro in the sky by tuning to NBC's national broadcast of Macy's 4th of July Fireworks Spectacular beginning at 9:00 PM (check local listings). In addition to the pyrotechnic splendor, the popular entertainment broadcast will feature a star-studded line-up of performances by America's most popular recording artists.

Viewing information and other spectator tips will be available as of June 2010 at www.macys.com/fireworks or by calling the Macy's 4th of July Fireworks Hotline at (212) 494-4495.

About Macy's 4th of July Fireworks

Macy's 4th of July Fireworks are the nation's largest 4th of July pyrotechnic display. Produced by Macy's and designed in conjunction with SOUSA Fireworks of Rialto, CA, Macy's

Fireworks are a digitally synchronized display of firepower that is choreographed to a rousing patriotic score. Yearly fired from various locations across New York City, Macy's Fireworks feature shells from all over the world. Seen by more than 3 million spectators and more than 8 million viewers nationwide, Macy's 4th of July Fireworks have become the nation's premiere 4th of July celebration event.

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

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6172936&lang=en>

Source: Macy's