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Justin Bieber Causes Fans to Shriek in Macy's Black Friday Commercial

Fans catch Bieber fever over special savings and midnight opening at Macy's on Black Friday

NEW YORK, Nov 17, 2011 (BUSINESS WIRE) --

Beginning Tuesday, Macy's (NYSE:M) customers will scream with excitement as the retailer unveils its Black Friday commercial featuring international pop star Justin Bieber. The advertising spot's comical storyline shows the uproarious reaction of fans to the superstar singer as he makes his way to Macy's for its Black Friday midnight opening. Scheduled to break on television on Tuesday, Nov. 22, Macy's new commercial will remind customers where to go for the best deals on gifts for everyone on their list, including a special exclusive Justin Bieber Someday fragrance gift set.

"This Black Friday, Macy's will open at midnight across the country for the first time," said Martine Reardon, executive vice president of Marketing for Macy's. "With humor and the help of Justin Bieber, we are reminding our customers to shop early at Macy's to find the most desirable gifts at a great value."

Showcasing America's Department Store as Bieber's favorite spot to shop on Black Friday, Macy's "Screamers" commercial follows the superstar as he heads to Macy's for its midnight opening to find incredible sales on hundreds of items, including his much anticipated limited-edition fragrance gift set. In route, Bieber navigates through Macy's stockroom on his way to the selling floor, encountering unexpected and unsuspecting fans who are overwhelmed by the megastar's presence. The spot will take over YouTube's home page on Tuesday, Nov. 22 and then will break on television that evening.

In addition to more than 200 specials, Justin Bieber's limited-edition fragrance set will be available exclusively at Macy's beginning Nov. 25 at midnight, while supplies last. (For every Justin Bieber gift set purchased while supplies last, Macy's will donate \$2 to the Make-A-Wish Foundation^(R), up to \$100,000.) Global phenomenon Bieber begins his third year on the world stage with his first Christmas album, UNDER THE MISTLETOE. The album is a seasonal mix of traditional Christmas standards and newly-penned holiday music largely co-written by Bieber. With every purchase of Justin Bieber's limited-edition fragrance set, available exclusively at Macy's, customers will receive a copy of UNDER THE MISTLETOE and an exclusive downloadable bonus track. (To download the bonus track, customers will log on to a designated website and enter the access code printed on the inside of the CD from the fragrance set.)

Experience the magic of Macy's this Black Friday with unbelievable savings on a variety of items. Visit macys.com for more information on special store hours, in-store deals and online sales to find the best value and savings this holiday season. For Macy's Black Friday media

materials, including images, please visit:

www.magicbulletmedia.com/MNR/MacysHolidayGifts2011/BlackFriday.

Macy's Black Friday commercial was produced by Macy's in conjunction with JWT New York.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50076839&lang=en>

SOURCE: Macy's, Inc.

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