



For Immediate Release

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MACY'S WEAR RED SALE AND EXCLUSIVE RED DRESSES BRING AWARENESS TO THE #1 KILLER OF WOMEN – HEART DISEASE

Macy's supports the American Heart Association's Go Red For Women® movement and its commitment to helping women raise their voices about cardiovascular disease through the Wear Red Sale, Exclusive Red Dresses and Red Dress pin sale

NEW YORK – February 4, 2014 – National Wear Red Day is Friday, February 7 and Macy's, the proud founding sponsor of the American Heart Association's Go Red For Women® movement, is inviting customers to wear red to help bring awareness to the number one killer of women – heart disease. Customers wearing red from February 5 through February 10 or purchasing the \$2 Red Dress pin will receive 15 to 20percent off select merchandise. Macy's is also introducing three exclusive red dresses by Calvin Klein, Kensie and XOXO with 10percent of the purchase price benefitting Go Red For Women. Macy's, together with its customers and associates, have raised \$46 million for research and education efforts credited by the American Heart Association with helping save 627,000 women's lives since 2004.

During Macy's annual Wear Red Sale from February 5 through February 10, customers wearing anything red – from an entire ensemble to lipstick or the signature red dress pin -- will receive a 20 percent discount on most regular, sale and clearance merchandise or 15 discount on fine and fashion jewelry, sale and clearance watches, and select home items. However, even without wearing red, shoppers can support the American Heart Association's Go Red For Women movement by purchasing the official Go Red For Women red dress pin for \$2 at any Macy's store and receive the same discounts. All pin sales directly benefit the American Heart Association's Go Red For Women movement. Additional merchandise exclusions do apply.

"I am deeply proud of the leadership position Macy's has taken in the fight against heart disease in women. As women comprise 70percent of Macy's employee population, it is a cause close to our hearts," said Martine Reardon, Macy's Chief Marketing Officer. "Macy's has helped raise more than \$46 million since 2004, but there is still much more to be done."

Macy's is proud to introduce three exclusive red dresses, designed by Kensie, Calvin Klein and XOXO in honor of AmericanHeart Month. Available at select Macy's stores and at macys.com/gored, these limited-edition

dresses retail from \$69 to \$99, with 10 percent of the purchase price of each dress sold beginning Feb. 1 through Feb. 28 (Calvin Klein and XOXO) and March 31 (Kensie) donated to the American Heart Association. This year, XOXO is also featuring a red tailored jacket for \$69 (available in select stores only).

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers 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[®] and the Macy's Thanksgiving Day Parade[®], as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers, employees and Macy's Foundation, Macy's helps strengthen communities by supporting local and national charities giving more than \$70 million each year to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.

About Go Red For Women

The American Heart Association's Go Red For Women movement has been impacting the health of women for 10 years. More than 627,000 women's lives have been saved, but the fight is far from over. Now is the time to shout louder, stand stronger and demand change. It's time to come together in a movement that is not just FOR women, buy BY women. It's time for women to Go Red. Visit GoRedForWomen.org for more information or call 1.888.MY.HEART. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's with additional support from our cause supporters.

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