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Macy's, Inc. Announces Transition of Bluemercury Founders Marla and Barry Beck

Transition plan underway

CEO Marla Beck to continue with Bluemercury in the interim

CINCINNATI--(BUSINESS WIRE)-- Macy's, Inc. (NYSE: M) today announced that Marla and Barry Beck, founders of Bluemercury, Inc. and creators of M-61 Skincare and Lune+Aster Cosmetics, will transition from the company. Barry Beck, Bluemercury's chief operating officer, will step down effective September 20, 2019, to pursue a new entrepreneurial venture. Marla Beck, Bluemercury's chief executive officer, will stay with Bluemercury and continue to lead the business during a transition period.

"Bluemercury has experienced robust growth since becoming a part of Macy's, Inc. in 2015, in large part due to the vision and leadership of Marla and Barry Beck. Beauty is one of Macy's six Destination Businesses, and we will continue to leverage Bluemercury's successful formula to learn from and drive growth," said Jeff Gennette, chairman and chief executive officer of Macy's, Inc. "On behalf of the entire Macy's team, I want to thank Barry and Marla for their time at Macy's. We wish Barry all the best in his new endeavor and appreciate Marla's continued commitment to the business."

"When we founded Bluemercury 20 years ago, we could never have imagined having nearly 190 locations across 26 states. We are grateful to have joined a company that has given us the independence and runway to grow so aggressively. I know Macy's will continue to guide and support this brand into the future," said Marla Beck. "I am excited for my next adventure and look forward to leading a smooth transition."

"Bluemercury has accomplished so much as a part of Macy's. We have successfully scaled our neighborhood store model across the country as we stayed in the forefront of beauty innovation. I know we're leaving the company in good hands, and I look forward to continuing to watch the brand grow and fulfill its enormous potential," added Barry Beck.

Macy's, Inc. is conducting a search for the next chief executive officer of Bluemercury and will consider both internal and external candidates.

About Macy's, Inc.

Macy's, Inc. is one of the nation's premier retailers, with fiscal 2018 sales of \$24.971 billion and approximately 130,000 employees. The company operates approximately 680 department stores under the nameplates Macy's and Bloomingdale's, and approximately 190 specialty stores that include Bloomingdale's The Outlet, Bluemercury, and Macy's Backstage. Macy's, Inc. operates stores in 43 states, the District of Columbia, Guam and

Puerto Rico, as well as macys.com, bloomingdales.com and bluemercury.com. Bloomingdale's stores in Dubai and Kuwait are operated by Al Tayer Group LLC under license agreements. Macy's, Inc. has corporate headquarters in Cincinnati, Ohio, and New York, New York.

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