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Macy's Celebrates Hispanic Heritage Month in Style

Macy's "Encanto Latino" Showcases Lifestyle Trends and Activities at Select Macy's Stores

NEW YORK--(BUSINESS WIRE)-- This fall in celebration of Hispanic Heritage Month, Macy's (NYSE:M) will be filled with the vibrancy and influence of Latino culture as we celebrate "Encanto Latino." Macy's in partnership with IMUSA^(R) will bring renowned chef, George Duran, of the Food Network show "Ham on the Street" along with Carolina Buia and Isabel Gonzalez, authors of Latin Chic to select Macy's stores across the country to share with customers their unique takes on Latin flavor from food to fashion.

"Macy's understands and values the deep heritage and influence Latinos have contributed to our nation. Annually we honor these accomplishments with activities that showcase and celebrate the richness and excitement of Latino culture. Our Encanto Latino events are just one of the ways we shine a spotlight on Latino culinary traditions, style, decorations, music and much more," said Martine Reardon, Macy's Executive Vice President of Marketing.

During Hispanic Heritage Month, Macy's will host a variety of culinary events at select stores across the nation including locations in Houston, San Antonio, Chicago, New York City, Miami, Los Angeles, and San Diego. Chef, George Duran, will demonstrate some of his most popular Latino dishes using IMUSA cookware, a renowned brand known for its superior quality.

"There is nothing more that I love to do than to share my Hispanic heritage. Being able to do it with Macy's and IMUSA is a dream come true. Macy's is the destination for all the best kitchenware that fits your lifestyle. I'm very excited to travel across nation to inspire the public to begin cooking Latin foods in an environment where they know they get quality products and service," expressed the energetic and charismatic George Duran.

Chef Duran's delicious recipes will be displayed on a beautifully decorated table designed by Latin Chic authors, Isabel Gonzalez and Carolina Buia using Latin inspired dishware and accessories available at Macy's. These talented Latinas will join George to offer useful and stylish tips to create a unique environment for a perfect celebration.

Macy's "Encanto Latino" events will take place at the following locations:

Store Locations	Dates and Times
Macy's Willowbrook Mall, Houston, TX - Level Two	September 19th, 2 pm
Macy's NorthStar Mall, San Antonio, TX - Level Three	September 20th, 2 pm
Macy's State Street, Chicago, IL - The Cellar	September 26th, 2 pm
Macy's Herald Square, NYC - The Cellar	October 3rd, 2 pm

Macy's Dadeland, Miami, FL - Culinary Kitchen, Level Two	October 4th, 2 pm
Macy's Los Cerritos Center, Los Angeles, CA - Level Three	October 10th, 2 pm
Macy's Mission Valley Home Store, San Diego, CA - Culinary Kitchen, Level 1	October 11th, 2 pm

The public can find up to the moment information on Macy's Hispanic Heritage Celebration events at: www.macys.com/hispanicheritage

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, Inc.