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**macys inc**

## **Macy's and Clinton Kelly MAKE OVER AMERICA - Fall Season!**

This year, 225 Winners Across 15 Cities Get Their Dream Makeovers by Style Guru Clinton Kelly

NEW YORK--(BUSINESS WIRE)-- With seven cities under his fashionable belt, Clinton Kelly is ready to "MAKE OVER AMERICA" this fall. Macy's (NYSE:M) will continue to reinvent women across the country with the help of style authority Clinton Kelly (TLC's What Not To Wear), until all 225 makeovers are complete. Having traveled to seven cities this past spring where he made over 105 women, Macy's and Clinton Kelly will make over 15 women in each of the remaining eight markets culminating in a runway show to unveil the makeovers at each local Macy's store. Additionally, one lucky winner from anywhere in the U.S. will be selected for the ultimate Clinton Kelly makeover and shopping spree at Macy's Herald Square in New York City.

Women can enter the contest at [www.macys.com/makeoveramerica](http://www.macys.com/makeoveramerica), where they will be asked to upload a photo or video and answer questions on why they should be selected for a Clinton Kelly makeover. Also online, America can vote for the "best makeover" after each event and can engage Clinton Kelly on other issues of fit and style. The closing for the entry period varies by market, so interested participants should check online for details.

"MAKE OVER AMERICA is taking to the masses the formula that works wonders for so many women on my television show," says Clinton Kelly. "It's not strictly about trends or solely about shape. It is finding current looks that accentuate someone's lifestyle and personality and offer a figure-flattering fit. I can't wait to get out there and work with all these women - more than 200 of them - to help transform their personal style!"

The MAKE OVER AMERICA tour will visit the following cities:  
(event times available online at [macys.com/makeoveramerica](http://macys.com/makeoveramerica))

- Kansas City, KS - September 19 - Macy's Oak Park Mall
- Philadelphia, PA - September 26 - Macy's Cherry Hill (Cherry Hill, NJ)
- Paramus, NJ - October 3 - Macy's Paramus Garden State Plaza
- Chicago, IL - October 10 - Macy's on State Street
- Scottsdale, AZ - October 17 - Macy's Fashion Square
- New Orleans, LA - October 24 - Macy's Lakeside (Metairie)
- Portland, OR - November 7 - Macy's Washington Square
- San Francisco, CA - November 14 - Macy's Stoneridge Shopping Center (Pleasanton)

A former editor at Mademoiselle and Marie Claire magazines, Kelly made his debut on TLC's What Not to Wear in 2003. It was Kelly's talent for offering unflinchingly honest style appraisals with humor and compassion that brought him to the attention of Macy's. For the past three years, Kelly has traveled the country offering his unique blend of fashion

expertise, style secrets and self-confidence counseling at events in Macy's department stores across the U.S.

More than just a fashion expert, Kelly is a committed advocate of style as a means of empowerment, reminding women that "knowing you look great builds confidence, and confidence is a key ingredient in reaching your goals."

#### 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<sup>(R)</sup> and the Macy's Thanksgiving Day Parade<sup>(R)</sup>, 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](http://www.macys.com/pressroom).

EDITOR'S NOTE: For interviews with Clinton Kelly, please contact Macy's to schedule time prior to the event. Before and after photos from the spring makeovers are available.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6050800&lang=en>

Source: Macy's, Inc.