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Project Runway Contestant to Design Exclusive Dress for Macy's

INC Dress to Be Available in Select Macy's Stores in December

NEW YORK--(BUSINESS WIRE)-- As cameras rolled on Lifetime's Project Runway last week, up-and-coming designer Irina Shabayeva won the challenge of a lifetime. The 27-year-old New Yorker has been granted the opportunity to design a holiday dress for Macy's INC International Concepts brand.

"We are happy to partner with Macy's to present our designers with a challenge that gives them a taste of the real world aspects of the fashion industry. This week's challenge allowed Irina the opportunity to have one of her designs sold by a major retailer and Project Runway fans will now have the chance to purchase the exclusive party dress this holiday season," said Lance Still, Executive Vice President of Promotions and Integrated Marketing for The Weinstein Company.

Part of Macy's participation in Project Runway Season 6 was to create a challenge that would be judged by Martine Reardon, Executive Vice President Macy's Inc. "It is tremendous to see what these young and talented designers can do in a very short time and with such imagination. Irina's fresh take on fashion is the ideal fit for our INC brand," said Reardon. "Our customer will love her ultra-feminine aesthetic."

Given all the resources of a top designer, Irina's holiday dress is a contemporary take on the little black dress. Made of rayon matte jersey, the butterfly-embellished dress will be available in sizes small through x-large, retailing for \$139.00. Irina along with her model Katie Sticksel will be featured modeling the dress on macys.com.

A preview of Irina's INC creation was available for fans to see on www.macys.com/projectrunway on Thursday, October 1 at 11:01pm (eastern time), immediately following the premiere of episode 7. Customers will be able to purchase the dress designed by Irina for INC's holiday collection in select Macy's stores and online the first week of December. To take a sneak peek, log on to www.macys.com/projectrunway.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), 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.

About The Weinstein Company

The Weinstein Company (TWC) was created by Bob and Harvey Weinstein, the brothers who founded Miramax Films Corporation in 1979. TWC is a multi-media company that officially launched on October 1, 2005. Dimension Films, the genre label that was founded in 1993 by Bob Weinstein, is also included under the TWC banner.

During the Weinsteins' tenure at Miramax Films the company released some of the most critically acclaimed and commercially successful independent feature films which received 249 Academy Award(R) nominations and won 60 Oscars(R), have generated billions of dollars in worldwide box office receipts and billions more in home video sales. In its history, Dimension Films has released some of the most successful franchises including "Scream," "Spy Kids" and "Scary Movie."

Upcoming films to be released in 2009 by The Weinstein Company and Dimension Films include: Tom Ford's directorial debut "A Single Man" starring Colin Firth and Julianne Moore; and John Hillcoat's "The Road" starring Viggo Mortensen and Charlize Theron.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6065930&lang=en>

Source: Macy's, Inc.