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Macy's Spotlights the Spirit of Brasil This Spring

The retailer captures the unique culture of one of the world's most talked about destinations to share with customers in stores across the country and on macys.com

NEW YORK, Jan 31, 2012 (BUSINESS WIRE) --This spring, Macy's (NYSE:M) will enchant customers with a magical journey to one of the most talked about countries on earth, Brasil. From Sao Paulo to Rio, and from the Amazon to Bahia, Macy's tribute campaign aims to capture the spirit of this rich and intriguing culture through specially-curated in-store shops, collaborations with well-known Brazilian fashion designers, Brasil-themed events in stores and a fundraising program to benefit the Amazon Rainforest. Macy's Brasil campaign will officially kick-off on May 16, and can be previewed in early spring through a series of curated shops and events including Macy's annual Flower Shows. These floral extravaganzas at the retailer's New York flagship, Macy's Herald Square, and at four other stores nationwide, will feature lush floral designs dedicated to Brazilian culture.

"From an abundance of fashion-forward brands and products, to popular arts and enterprising, fun-loving people, Brasil continues to build a strong global footprint that appeals to audiences and diverse groups around the world," said Martine Reardon, Macy's executive vice president of Marketing. "In tribute to Brasil's colorful culture, its thriving creative class and global influence, Macy's has developed a campaign that spotlights its unique contributions to fashion, art and design as part of our ongoing focus on delivering magical moments with our millions of customers every day."

Since the beginning stages of the program, Macy's has worked with leading members of the Brazilian creative class to ensure authenticity of "Brasil," named to reflect the traditional Portuguese spelling of the country. In appreciation of the hundreds of thousands of Brazilian tourists that come to Macy's each year, this campaign provides a way to bring the country's unrivaled passion and influential culture to life for Macy's customers in stores across the country and on macys.com. Curated shops featuring authentic Brazilian product in a variety of categories including fashion, home, beauty, accessories and art pieces, have been hand-selected to create a colorful and inviting main floor environment in 300 Macy's stores. In addition, designer capsule collections will emerge in late spring. Each capsule will speak to the designer's unique aesthetic with Brazilian-inspired color, prints and silhouettes taking center stage.

Macy's will pay homage to Brasil's many famous celebrations and festivals with a variety of unique in-store events that will take place regularly throughout the campaign. As a preview to the launch, Macy's flagship stores in New York City, Philadelphia, Minneapolis, Chicago and San Francisco will bloom into a tropical oasis featuring magnificent landscaped gardens brimming with color and the spirit of the Brazilian experience as Macy's Flower Show^(R) presents *Brasil: Gardens in Paradise*. Two weeks of special events, running concurrent with the Flower Show, will illuminate different aspects of Brazilian culture from dance to music to

crafts to cooking, and will take place Sunday, March 25 through Saturday, April 7.

Brasilians and visitors from around the world wishing to experience this campaign first-hand can find helpful travel, store and savings information on Macy's dedicated tourism website, visitmacysusa.com. The site offers a wide range of tourist information in a variety of languages, including Portuguese.

From fashion to entertainment, take a journey with Macy's this spring and uncover the magic of Brasil! For more information about the Macy's Brasil campaign, please visit www.macys.com/pressroom.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50150670&lang=en>

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