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MACY'S ANNOUNCES FIRST-EVER MIDNIGHT OPENING FOR BLACK FRIDAY

**STAY UP LATE, THEN COME IN EARLY!
MACY'S BLACK FRIDAY SPECIALS AND EARLIER-THAN-EVER STORE OPENING
KICK OFF THE 2011 HOLIDAY SHOPPING SEASON**

Doors open at midnight for post-Thanksgiving-dinner savings and exclusive Justin Bieber fragrance gift set purchase with a give back to the Make-A-Wish Foundation®

NEW YORK, NY — October 31, 2011 — Macy's will offer incredible sales and, for the first time, midnight store openings* across the country (12 a.m. Friday, November 25; the midnight of Thanksgiving night) to kick off the 2011 holiday shopping season. Get a jump-start on Black Friday savings with knock-out, door-buster sales on hundreds of items from jewelry and electronics to a limited-edition fragrance gift set from Justin Bieber featuring his holiday CD and an exclusive bonus track. (For every Justin Bieber gift set purchased while supplies last, Macy's will donate \$2 to the Make-A-Wish Foundation, up to \$100,000.) With the best value all day at more than 800 convenient locations nationwide and around the clock on macys.com via the web or your mobile device, shoppers will find great deals for everyone on their list.

"Macy's Black Friday specials offer customers extraordinary savings on this season's most sought-after gifts," said Terry Lundgren, chairman, president and chief executive officer of Macy's, Inc. "This year, in response to our customers' eagerness to shop early for great deals, Macy's stores across the country will open for the first time at midnight following Thanksgiving, giving customers the opportunity to get a head start on our extraordinary Black Friday deals."

Macy's offers an early sneak peek at some of the Black Friday specials that will dazzle and delight this year, all at an affordable price.

1. 50% OFF SHARPER IMAGE IPHONE/IPOD DOCKING STATIONS
2. \$19.99 RAMPAGE BOOTS
3. \$99.99 KENNETH COLE NY & NAUTICA OVERCOATS
4. WITH ANY \$65 FRAGRANCE PURCHASE, RECEIVE A DIGITAL VIDEO CAMERA FREE (ONE PER CUSTOMER, WHILE SUPPLIES LAST)
5. BUY ONE AMERICAN RAG SWEATER (\$34-\$49), GET ONE AMERICAN RAG PAIR OF JEANS FREE
6. EXTRA 20% OFF DRESSES
7. \$199 ½ CT DIAMOND STUDS IN 14K WHITE GOLD
8. \$79.99 DESIGNER DOWN COAT FROM DKNY, LAUNDRY, CALVIN KLEIN AND MORE
9. \$99.99 YOUNG CONTEMPORARY WOOL COAT FROM ESPRIT, STEVE MADDEN AND MORE
10. \$16.99 PUFFER JACKET (BOYS 2-20, GIRLS 2-16, INFANTS)



11. 40% OFF SELECT REGULAR PRICE COFFEE MAKERS, TEA KETTLES AND ESPRESSO MAKERS
12. \$68.99 CUISINART 7-CUP FOOD PROCESSOR
13. \$179.99 KITCHENAID CLASSIC STAND MIXER (AFTER \$20 MAIL-IN-REBATE)
14. \$49.99 TAG FAIRFIELD 5-PIECE LUGGAGE SET
15. \$65 JUSTIN BIEBER LIMITED-EDITION HOLIDAY FRAGRANCE GIFT SET (INCLUDES 3.4 OZ. EAU DE PARFUM SPRAY AND JUSTIN BIEBER'S NEW HOLIDAY CD WITH AN EXCLUSIVE DOWNLOADABLE BONUS TRACK. ALSO, RECEIVE A FREE SCENTED POSTER, WHILE SUPPLIES LAST.) PLUS, MACY'S WILL DONATE \$2 FROM EVERY PURCHASE TO THE MAKE-A-WISH FOUNDATION, UP TO \$100,000.

Justin Bieber's limited-edition fragrance set will be available exclusively at Macy's beginning November 25 at midnight, while supplies last. Global phenomenon Justin Bieber begins his third year on the world stage with his first Christmas album UNDER THE MISTLETOE. The album is a seasonal mix of traditional Christmas standards and newly penned holiday music largely co-written by Justin Bieber. With every purchase of Justin Bieber's limited-edition fragrance set, available exclusively at Macy's, customers will receive a copy of UNDER THE MISTLETOE and an exclusive downloadable bonus track. (To download the bonus track, customers will log on to a designated website and enter the access code printed on the inside of the CD from the fragrance set.)

***Editor's Note:** Most stores open at midnight, though some locations may vary. A complete list will be available prior to Thanksgiving.

For Macy's Black Friday media materials, including hi-res images, please visit:

<http://www.magicbulletmedia.com/MNR/MacysHolidayGifts2011/BlackFriday/>.

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® and the Macy's Thanksgiving Day Parade®, 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.

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