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MACY’S, INC. CONTINUES EXPANSION OF MACY’S BACKSTAGE

Approximately 20 stores opened in Q1

Opening new Backstage distribution center in Columbus, Ohio, creating more than 400 jobs

CINCINNATI--April 30, 2018—Macy’s, Inc. (NYSE: M) today provided an update on the expansion of Macy’s Backstage, the company’s on-mall, off-price concept. The company opened approximately 20 Backstage locations in the first quarter of fiscal 2018 as part of its previously announced plan to open 100 locations within existing Macy’s stores in fiscal 2018. Many of these locations are in markets new to the Backstage concept, including the Northwest and Southwest. The company’s initial Backstage stores were clustered in the Northeast.

To support the growth of Backstage, Macy’s, Inc. plans to open a dedicated Backstage distribution center in Columbus, Ohio.

“Macy’s has a strong business in Ohio, and we are excited to continue building our presence in the state,” said Jeff Gennette, Macy’s, Inc. chairman and chief executive officer. “We are fueling the expansion of our Backstage concept by adding a new distribution center and creating 400 more Macy’s jobs in Columbus, Ohio. This new distribution center will enable us to move merchandise to our Backstage locations faster and with more flexibility.”

“Our customers are thrilled about the Macy’s Backstage shopping experience,” said Michelle Israel, Macy’s Senior Vice President of off price. “Macy’s Backstage brings great deals, the thrill

of the hunt and fun into our existing Macy's locations. The focus on value and newness guarantees that with each visit, shoppers will find a compelling assortment of recognizable brands, trends and deals. We're pleased to be expanding the Backstage shopping experience across all of our regions, including to the West Coast."

The distribution center in Columbus, Ohio, is another step in the company's commitment to the state of Ohio, where it is headquartered. The distribution center is planned to open in Fall 2019 and Macy's, Inc. anticipates it will create approximately 400 jobs. This is in addition to the approximately 6,500 employees in Ohio who work at 24 Macy's stores, one Bluemercury and the company's corporate offices in the greater Cincinnati area.

Macy's Backstage offers fashion-loving customers another way to shop at their favorite Macy's store by providing a store-within-store shopping experience featuring significant savings on top-quality products. Macy's Backstage selection will include fresh product from both new and renowned brands. The outlet store will also carry apparel and accessory brands not currently available at full-line Macy's, and each Backstage location is tailored to deliver the perfect style for each community it serves. Shoppers can expect great savings on apparel for men, women and children, as well as deals on an assortment of housewares, home textiles & decor, cosmetics, hair & nail care, gifts, jewelry, shoes, designer handbags, accessories, and activewear.

About Macy's, Inc.

Macy's, Inc. is one of the nation's premier retailers. With fiscal 2017 sales of \$24.837 billion and approximately 130,000 employees, the company operates more than 690 department stores under the nameplates Macy's and Bloomingdale's, and approximately 160 specialty stores that include Bloomingdale's The Outlet, Bluemercury and Macy's Backstage. Macy's, Inc. operates stores in 44 states, the District of Columbia, Guam and Puerto Rico, as well as macys.com, bloomingdales.com and bluemercury.com. Bloomingdale's stores in Dubai and Kuwait are operated by Al Tayer Group LLC under license agreements. Macy's, Inc. has corporate offices in Cincinnati, Ohio, and New York, New York.