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SAMSUNG EXPERIENCE TO LAUNCH AT MACY'S HERALD SQUARE

Just in time for the holiday season, customers at Macy's flagship store in New York will be able to experience an integrated Samsung product ecosystem, featuring innovative technologies in mobile, virtual reality, QLED television, home audio, and more

New York, NY – October 30, 2017 – Macy's and Samsung today announced the launch of a unique Samsung experience at the retailer's flagship location in New York City. Beginning Nov. 1, customers shopping at Macy's Herald Square will be able to explore and purchase a range of Samsung products, including an assortment of the most innovative technologies in virtual reality, tablet, smartphone, wearable, the Family Hub refrigerator, QLED television, home audio and smart home categories.

"At Macy's, we are focused on providing what matters most to our customers – an even more engaging shopping experience and the best, most innovative products," said Marc Mastronardi, Macy's executive vice president of business development. "With the new Samsung experience at Macy's Herald Square, we are creating an innovative and beautiful, one-of-a-kind digital playground in a flagship department store, featuring numerous installations and touch points for customer engagement."

For the first time, customers can experience an integrated Samsung ecosystem designed to simplify daily life, all in a specially curated 1,000 square foot space on the main floor at Macy's Herald Square. Explore the next innovation television wall, featuring The Frame, which seamlessly transforms from a 4K UHD TV to a gallery-like art display for a premium entertainment experience. Accessorize your smart TV with a variety of home audio and video products, including Sound+ soundbar and Blu-ray players.

Customers can take a ride in the 4-D virtual reality roller coaster experience that puts you at the center of an out of this world journey to a new landscape with the Gear VR with Controller powered by Oculus.

A full range of Samsung product and accessories will round out the tech lover's paradise, including Galaxy S8, Galaxy S8+ and Galaxy Note8 smartphones, cases, wireless mobile accessories and more. Customers will also have the opportunity to test and purchase the latest Samsung wearables, including the Gear Sport, Gear Fit2 Pro and Gear S3, and complete their home tech ecosystem with the Samsung Connect Home Smart Wi-Fi System and assortment of Samsung SmartThings hubs, outlets and sensors.

To experience the Samsung flagship ecosystem, including one-on-one concierge-like customer care, and purchase select products, customers can visit Macy's Herald Square during regular store hours beginning Wednesday, Nov. 1.

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About Macy's

Macy's, the largest retail brand of Macy's, Inc. delivers fashion and affordable luxury to customers at approximately 670 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers 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. Macy's flagship stores – including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California – are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$54 million each year, plus 180,000 hours of volunteer service, to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at macys.com/pressroom.