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**MACY'S CELEBRATES HISPANIC HERITAGE MONTH
WITH RENOWNED ACTRESS GABY ESPINO**

A series of events at six stores across the country will bring to life the rich legacy of achievement and entertainment of Hispanic Americans in celebration of National Hispanic Heritage Month

NEW YORK, NY – September 20, 2017 – This fall, Macy's is once again set to honor the rich legacy and cultural impact of Hispanic Americans, during its annual Hispanic Heritage Month celebrations. Customers nationwide will have the opportunity to attend special in-store events focused on exploring and exalting Hispanic and Latino culture, in particular the impact Latinas have had on entertainment. Helping Macy's celebrate will be celebrity guest, Gaby Espino. Espino is a renowned actress and television host who has had leading roles in 17 telenovelas watched in more than 90 countries. The spirited in-store events will explore the art of the telenovela and highlight how it has become a staple of Spanish language entertainment and a genre that has had the ability to capture the attention of multiple generations. Macy's and Gaby Espino will host cross-generational, in-depth conversations around Hispanic Heritage that celebrate the future while paying tribute to the past.

"Macy's is honored to celebrate Hispanic Heritage Month with our customers and associates every year," said Kristyn Doar-Page, Macy's vice president of Diversity Strategies. "We believe it is important to support the communities we serve and recognize the many contributions Latinos have made over generations, achievements that are an integral part of American culture today. We are excited to welcome Gaby Espino to our stores for fun dialogues on the role of telenovelas in both entertainment and as a core component of Hispanic family life."

Gaby Espino is an actress, television host, leading Latina influencer, and Venezuelan native. Espino has spent years in the international spotlight, starring in dozens of telenovelas and films. In addition to her leading roles, she has hosted the Latin Billboard Music Awards, presented at Premios Tu Mundo and launched a lifestyle channel *Mi Vida, Mi Estilo*. Espino also has a large social media presence, with more than 18 million followers worldwide.

“It is an honor to partner with such an inspiring company that is so involved with the community and with such a great commitment to promoting and spreading culture and all of the aspects that make each important,” Espino said. “I am grateful to represent the Latino/Hispanic community and to be able to take part in Macy’s mission to celebrate Hispanic Heritage Month.”

Macy’s Hispanic Heritage Month events will take place at stores across the country including Chicago, Houston, Los Angeles, Miami, New York City and San Jose, CA. Customers will have the opportunity to be part of an in-depth discussion with Gaby Espino about her cultural heritage and the role it has played in her lifestyle and career. Each event will also include local commentators who will help elaborate on the topic.

Macy’s Hispanic Heritage Month events will take place at the following locations:

Macy’s Herald Square – New York City – Thursday, Sept. 21 at 6 p.m.

Macy’s Westland – Miami – Saturday, Sept. 30 at 3 p.m.

Macy’s State Street – Chicago – Wednesday, Oct. 4 at 5:30 p.m.

Macy’s Valley Fair – San Jose, CA – Wednesday, Oct. 11 at 6 p.m.

Macy’s Memorial City – Houston – Thursday, Oct. 12 at 6:30 p.m.

Macy’s Downey – Los Angeles – Saturday, Oct. 14 at 3 p.m.

For complete details on Macy’s Hispanic Heritage Month Events, please visit www.macys.com/celebrate.

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.

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