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MACY'S CELEBRATES LUNAR NEW YEAR 2018

The "Year of the Dog" events kick off in Macy's stores on February 8 with special holiday product at select stores nationwide

New York, NY – February 5, 2018 – This February, Macy's stores nationwide will honor Lunar New Year 2018 with special in-store events and activities for the entire family. Events commemorating the "Year of the Dog" will take place in select stores across the country, including New York, California and Hawaii, between Thursday, Feb. 8 and Saturday, Feb. 24. Festivities will include traditional and celebratory activities ranging from Lion Dances and instrumental performances to cosmetic tutorials and fashion presentations.

"Throughout the year, Macy's highlights and celebrates the diverse cultures of our customers and employees," said William Hawthorne, senior vice president of Diversity Strategies, Macy's, Inc. "We are thrilled to kick off 2018 and the 'Year of the Dog' with special curated product assortments and cultural activities across the country."

To honor the "Year of the Dog," Macy's is proud to offer a variety of Lunar New Year-themed and specially created holiday products at select stores nationwide. Celebrate the Lunar New Year in resplendent style with an assortment of fashion, beauty, and accessories curated specially for the holiday by Macy's. An off-the-shoulder party dress in crimson from Speechless channels the celebratory spirit of the season, while the Year of the Dog gold compact from Estee Lauder is a fabulous way to add luster to any beauty bag. *Michael Kors* will also offer an exclusive "Year of the Dog" key charm in traditional festive red and gold, and Radley London has a charming special edition Year of the Dog satchel.

Macy's has gifts for everyone on your Lunar New Year shopping list including handbags, clutches, dresses, and winter wear. Or, let the recipient pick their perfect item with a Lunar New Year gift card, in a holiday red envelope.

Need some gifting help? Macy's talented team of experts at MyStylist@Macys can always help shoppers find the perfect gifts. A fun, fast, and free service, MyStylist@Macys personal shoppers will work to understand budget and preferences and pull a selection of items that are sure to please. Give a Macy's gift card, in addition to an appointment with one of Macy's exceptional stylists for a brilliant two gifts in one.

Macy's Lunar New Year festivities will also include tourism outreach with exclusive savings, gifts, and events for travelers visiting from China during the holiday.

Below are the dates and locations for Macy's Lunar New Year in-store events:

Macy's Herald Square – New York City – Feb. 8
Macy's Flushing – Flushing, NY – Feb. 17
Macy's South Coast Plaza – Costa Mesa, CA – Feb. 17
Macy's Santa Anita – Arcadia, CA – Feb. 17
Macy's Ala Moana – Honolulu – Feb. 17
Macy's Union Square – San Francisco – Feb. 24

For a complete listing of specific event details and additional information please visit www.macys.com/LNY.

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, 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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