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MACY'S REINVENTS LOYALTY WITH NEW STAR REWARDS

Macy's loyal customers enjoy the best rewards

NEW YORK – September 27, 2017 – Macy's today announced the reinvention of the retailer's loyalty program, Star Rewards. Using their Macy's card and beginning October 2, 2017, Macy's customers can enjoy an even more engaging shopping experience at Macy's stores and at macys.com.

Macy's new Star Rewards makes it simple for customers to receive benefits with every Macy's purchase. Based on annual spend, customers with a Macy's credit card will be automatically enrolled into one of three levels: Silver, Gold or Platinum. Rewards are tiered by level, with Macy's best customers receiving benefits that include free shipping, additional savings and earned points on every purchase. Additionally, cardholders are automatically upgraded to the next tier when annual spend reaches the new level. The program was developed with the customer in mind, based on a careful analysis of evolving shopping behaviors and consumer preferences.

"Macy's customers have high expectations for their shopping experience, and earning and keeping their loyalty is now more important than ever. We listened to our customers – and with the reinvention of Macy's Star Rewards, we are delivering a loyalty program that will strengthen our relationships and better engage, reward and grow our best customers," said Jeff Gennette, Macy's, Inc. chief executive officer. "Loyalty is a foundational element of our North Star Strategy, and stronger relationships increase the lifetime value of our customers. We are providing what matters most to her – an enhanced experience both in store and online, edited and elevated products, compelling value and an excellent loyalty offering."

Meet Macy's Star Rewards:

- **Platinum** – Customers who spend \$1,200 or more annually at Macy's with their Macy's credit card will receive 25 percent off any day they choose with Star Pass coupons and free shipping on any purchase with no minimum spend. Customers will also earn five percent back in rewards on every purchase and, once they spend \$200, will be issued \$10 in Star Money that can be used immediately with no merchandise exclusions. Platinum cardholders will also receive an exclusive platinum-colored Macy's credit card.
- **Gold** – Customers who spend between \$500 to \$1,199 annually at Macy's with their Macy's credit card will receive 25 percent off any day they choose with Star Pass coupons and free shipping on any purchase with no minimum spend.
- **Silver** – Customers who spend up to \$499 annually at Macy's with their Macy's credit card will receive 25 percent off any day they choose with Star Pass coupons.

Complete program details are available at www.macys.com/StarRewards.

Macy's will continue to roll out enhancements to Star Rewards throughout 2018, including more experiential benefits where members can win access to unique experiences and rewards elements that only Macy's can offer.

Macy's customers will be notified of the new Star Rewards program beginning in late September through dedicated email and in-home mailers in addition to advertising in store and online. Additionally, cardholders will be able to check their status and track their rewards on macys.com and via the Macy's App.

In celebration of the new Star Rewards, Macy's stores across the country will host Macy's cardholders for an exclusive shopping event from 6 p.m. to 9 p.m. on Sunday, October 15, 2017.

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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