

**Macy's Celebrates Pride + Joy**  
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*Macy's marks National Pride Month celebrations with nationwide initiatives including sponsorship and participation in Pride parades, special in-store events and partnership with the Human Rights Campaign*

Pride + Joy is something to celebrate at Macy's (NYSE:M) this June as the retailer joins millions in commemoration of National LGBT Pride Month. From joyful marches in a 29-city parade of Pride to in-store celebrations and merchandise, Macy's Pride Month events are a highlight of the company's long-standing commitment to diversity.

"Macy's is once again proud to recognize and honor our LGBT employees and customers during National Pride Month with our Pride + Joy campaign," said Dineen Garcia, Macy's vice president of diversity strategies. "These festive celebrations and community initiatives showcase our steadfast commitment to inclusiveness in all aspects of our business. From our welcoming Wedding & Gift Registry to our long-standing support of national and local LGBT community organizations, Macy's remains dedicated to the fundamentals of diversity, inclusion and respect for all."

Pride + Joy, Macy's Pride Month celebration campaign, features a multitude of in-store fashion events, merchandise, commemorative advertising and window displays, gift registry booths for couples in key cities, celebrity appearances, as well as sponsorship and employee participation in Pride parades across the country.

For Macy's employees, the highlight of Pride celebrations is participation in parades in 29 markets nationwide. Macy's participants helped kick-off Pride celebrations earlier this year in Phoenix, AZ; Miami and Melbourne, FL; Kansas City, MO; and Salt Lake City, UT. Throughout the months of June, July, August and October, Macy's Pride will be in full effect during 24 more parades in the following cities: Boston, MA; Philadelphia, PA; Washington, D.C.; Pittsburgh, PA; Los Angeles, CA; Columbus, OH; Birmingham, AL; Portland, OR; Houston, TX; Chicago, IL; St. Louis, MO; Seattle, WA; Columbia, MO; Minneapolis, MN; New York, NY; San Francisco, CA; Cincinnati, OH; St. Petersburg, FL; Lexington, KY; San Diego, CA; Moscow, ID; Ventura, CA; Orlando, FL; and Atlanta, GA. At many of these parades employees will fly a Macy's red star balloon and will distribute special Pride + Joy items to the crowds.

From the Trevor Project and the Human Rights Campaign (HRC) to the Hetrick-Martin Institute (HMI), Macy's support of the LGBT community goes beyond celebrations and extends to community assistance provided through organizations that help better the lives of all LGBT

Americans. Macy's demonstrates its core values with actionable support and has consistently received top honors and awards for its outstanding record towards LGBT employees and customers. Via Macy's continued partnership with the HRC, throughout the month of June select locations including Macy's Downtown Boston, Easton (Columbus, OH), Beverly Center (Los Angeles), Downtown Minneapolis, West County (St. Louis), and Union Square (San Francisco) will feature HRC merchandise including "Vote Equality" t-shirts. One hundred percent of proceeds from the partnership will go to HRC's fight for LGBT equality.

Additionally, since a major component of Pride is understanding and celebrating LGBT achievements and milestones, this year Macy's is testing the public's knowledge of Pride history with a fun trivia challenge. Test your Pride smarts for the chance to win\* a \$100 Macy's gift card at [macys.com/pride](http://macys.com/pride). In addition to the challenge, the site also features information on Macy's Wedding & Gift Registry which welcomes all couples, as well as in-store events listings and more.

\*No purchase necessary. Open to legal residents of the 50 United States, Washington, D.C., Puerto Rico and Guam. Must be 18 years or older. Void where prohibited. Sweepstakes runs 5/28/12 through 6/30/12. Visit [macys.com/pride](http://macys.com/pride) for complete details.

**About Macy's**

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and [macys.com](http://macys.com) offer 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. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

For Macy's media materials, images and contacts, please visit our online pressroom at [www.macys.com/pressroom](http://www.macys.com/pressroom).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50299481&lang=en>

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