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MACY'S — SINCE 1850!

Macy's History

Macy's history dates back to 1850, when young Rowland Hussey Macy and his brother Charles Macy established a frontier community store in the Gold Rush town of Marysville, California. Alas, after only three months in operation, the venture failed and the partnership was dissolved. Charles remained in California, but Rowland returned to New York City, establishing himself as a retail genius with the success of R.H. Macy & Co., founded in New York City in 1858.

On December 19, 1994, Federated Department Stores (FDS) merged with R.H. Macy & Co., creating the world's largest premier department store company. Federated Department Stores operated over 400 department stores and more than 157 specialty stores in 37 states. A & S Department Stores, purchased from the Strauss family in 1929 by FDS, were converted to the Macy's East nameplate in May of 1995. Also in 1995, FDS acquired the Broadway Department Stores, bringing in Broadway, Emporium and Weinstocks to the Macy's West family, as well as six former I. Magnin stores. Some 46 stores were converted to Macy's and four into Bloomingdale's, which marked Bloomie's entry into the west. Following the lead of A & S, Jordan Marsh Department Stores of Boston, already owned by FDS, were converted to Macy's in March 1996. In January of 2001, 19 Stern's Department Stores, located throughout New York and New Jersey, were converted and absorbed by Macy's East (17) and Bloomingdale's (2).

Always the innovator, Macy's is known for several firsts that revolutionized the retail industry. Macy's was the first retailer to promote a woman, Margaret Getchell, to store superintendent, making business history. Macy's pioneered such revolutionary business practices as the one-price system, in which the same item was sold to every customer at one price, and quoting specific prices for goods in newspaper advertising. Known for its creative merchandising, Macy's was the first to introduce such products as the Idaho baked potato and colored bath towels. Macy's was also the first retailer to hold a New York City liquor license. Ranking just behind the U. S. Armed Forces, Macy's is the second largest user of helium in balloon inflation for the Thanksgiving Day Parades.

When Yankee ingenuity returned to the West, Macy's California broke new ground with the first department store flower show in 1946. In 1971, Macy's Union Square store's lower level, once cluttered with bargains, was transformed into "The Cellar," a shining arcade of housewares, food items and gifts. Due to the success, the Herald Square store followed suit five years later. Macy's West continues to break records

presenting the largest fashion show and AIDS fundraiser in the nation, Macy's Passport.

Macy's In Hawai'i

In June 2001, Macy's parent company, Federated Department Stores, purchased the Liberty House operations in Hawai'i and Guam, bringing the proud Macy's tradition and heritage to the Pacific.

Macy's has made a long-term investment in the Islands and is committed to being Hawai'i's number one retailer, not only in terms of merchandise, but also in its support of the local community and being an integral part of Hawai'i's day-to-day lifestyle.

Recognizing Hawai'i's distinct lifestyle, culture, and environment, Hawai'i is the only market in the Macy's system to have local merchandisers to focus on Hawai'i-made and Hawai'i-appropriate merchandise that is suitable for the Islands in terms of style, sizes, fabrics, colors, seasons, lifestyle, etc. The cornerstone of Macy's brand promise is the goal of providing more of what customers want. MORE for the family and home – more fashion, more selection, more newness, more value, and more fun.

Macy's West, a division of Federated headquartered in San Francisco, operates 141 stores in seven states and Guam, with 2001 annual sales of more than \$4 billion.

Federated, with corporate offices in Cincinnati and New York, is one of the nation's leading department store retailers, with more than 460 stores in 34 states, Guam and Puerto Rico operating under the names of Macy's, Bloomingdale's, The Bon Marche, Burdines, Goldsmith's, Lazarus and Rich's-Macy's, as well as macys.com and Bloomingdale's By Mail.

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