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MACY'S, INC.
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MAGIC SELLING

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MACY'S MINORITY VENDOR Receives Small Business Award

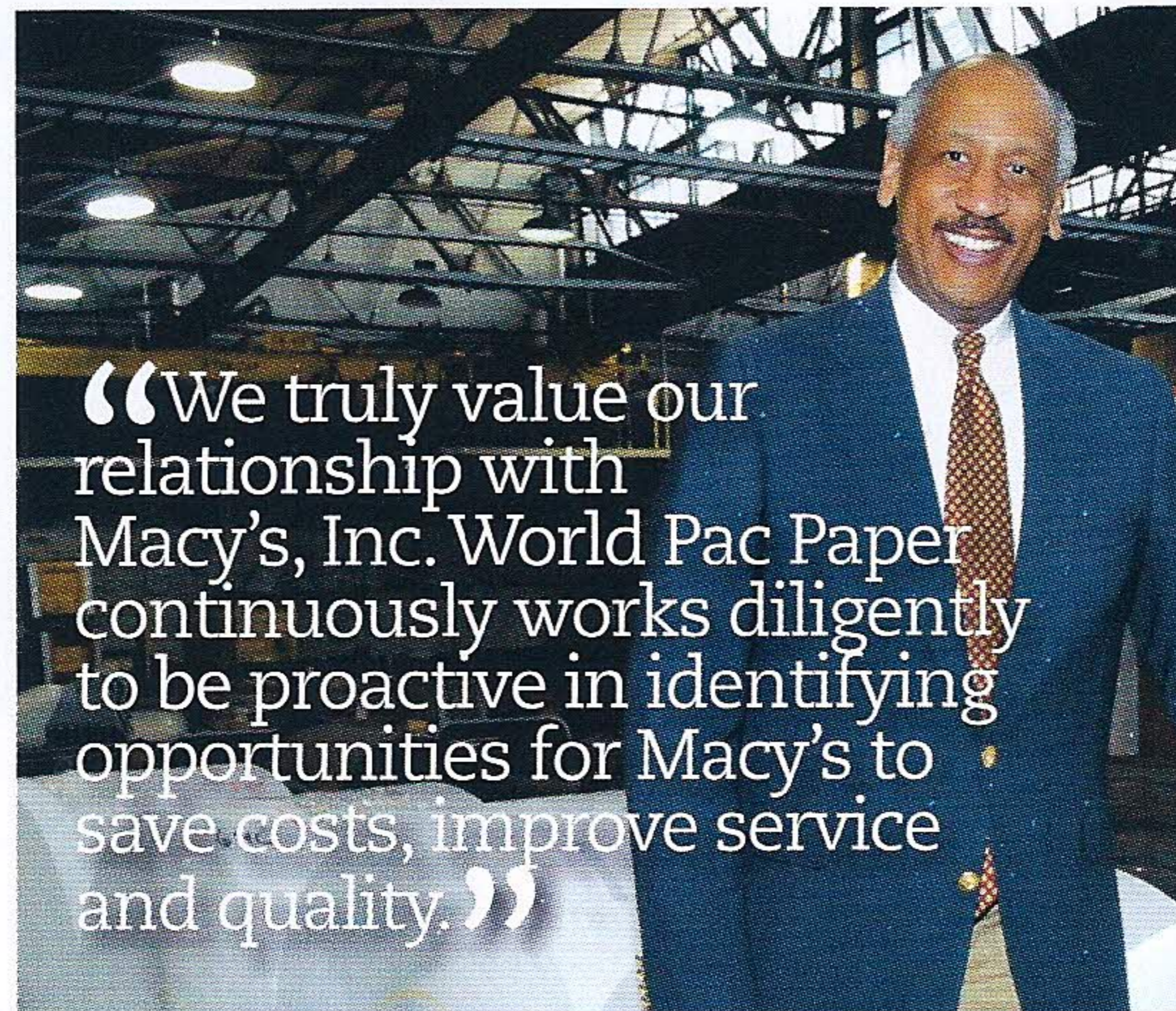
Edgar Smith Jr., founder, chairman and CEO of World Pac Paper, one of Macy's key minority-owned vendors, was recently recognized as the Ohio Small Business Person of the Year for 2010 by the U.S. Small Business Administration. Smith, who was recognized for his commitment to excellence, hard work and service to his customers, was also named Small Business Person of the Year for Region V, which includes Ohio, Minnesota, Wisconsin, Illinois, Indiana and Michigan.

The Cincinnati company is an example of Macy's focus on identifying regional suppliers that have the potential to service us on a national level, said Howard Thompson, VP/Supplier Diversity and Vendor Development.

"Our partnership with World Pac Paper enables Macy's to provide differentiated products, strengthen customer loyalty, and enrich Macy's supply chain; all of which help drive sales and profit," said Thompson. "World Pac Paper is a young company that is doing everything right. As a small business, they are flexible and fast in their decision-making."

Macy's began working with World Pac Paper in 2005 when it became an advertising paper supplier. Since then, the company has grown five-fold and now supplies corrugated boxes and other types of paper to Macy's.

World Pac Paper is important to Macy's because of Smith's knowledge of the paper industry, work ethic and drive, said Bill Gates, Director/Paper, Print Media and Sustainability.



“We truly value our relationship with Macy's, Inc. World Pac Paper continuously works diligently to be proactive in identifying opportunities for Macy's to save costs, improve service and quality.”

Edgar Smith Jr., CEO of World Pac Paper LLC, was named the Ohio Small Business Person of the Year.

"World Pac is a first-class operation in the very competitive industry of catalog paper and packaging," said Gates. "The relationship between Macy's and World Pac is a strong one that continues to thrive. They make the time for creative input for solutions to our business problems."

Since beginning its relationship with Macy's, World Pac Paper has earned several awards, including the 2009 Deloitte Cincinnati USA 100 "Rising Star" Award; 2009 Small Business of the Year from the African-American Chamber of Greater Cincinnati/Northern Kentucky; and recognition by *Inc.* magazine, as one of the Fastest Growing Private Companies in America. World Pac recently won the 2010 Cincinnati USA Chamber of Commerce Small Business Excellence Award for companies in the 1-50 employees category.

"As partners, it's a win-win," said Thompson. "Macy's finds talented new suppliers for quality, well-priced products, and our vendors see their business grow."