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MACY'S LAUNCHES "MATERIAL GIRL" BY MADONNA AND LOURDES ON AUGUST 3

***Special giveaways to customers who shop the new collection early
on August 3 in select Macy's stores***

Chances to win Madonna autographed tees at select Macy's beginning at 10 AM

Actress and musician, Taylor Momsen, to appear in fall campaign

NEW YORK, NY – July 28, 2010 – Macy's today announced that the new "Material Girl" collection, designed in collaboration with Madonna and her daughter Lourdes (Lola), launches on Tuesday, August 3, exclusively in 200 Macy's stores across the country and on macys.com. Customers who shop first will enjoy special giveaways and a chance to win Madonna-autographed tees at select stores (see participating store list at bottom).

The first 200 customers to line up at six Macy's locations will receive a free bandeau top from the "Material Girl" collection and a \$10 Macy's gift card to shop the collection that day. Customers can also celebrate Madonna by dressing in their favorite look inspired by the Material Girl herself. Die-hard fans who line up between 10 AM – 12 PM on August 3 will also have a chance to receive a Madonna-autographed "Material Girl" tee at select stores. In addition to the bold fashion and accessories the "Material Girl" collection offers, Macy's will host Madonna-inspired events in select stores on August 3 to engage eager fans and fashionistas. Customers are invited to join in the fun as select Macy's host afternoon dance parties featuring Madonna beats, exclusive giveaways and delicious treats.

"The launch of 'Material Girl' at Macy's on August 3 will create a frenzy among young style-setters who will want to be the first to have this bold new fashion brand from Madonna and Lola in their closets," said Martine Reardon, executive vice president of marketing, Macy's. "Madonna is a legendary fashion icon, and Lola has a great sense of style that reflects her global fashion view. The national unveiling of this collection will be an incredibly exciting moment."

To celebrate the launch of Material Girl on August 3rd, singer/songwriter Taylor Momsen, the celebrity muse and face of the "Material Girl" marketing campaign, will make a special appearance at Macy's Herald Square in New York City from 5 to 7 p.m. Lucky consumers and fans will be able to watch Momsen in a live acoustic performance in the juniors department on the 4th floor followed by a photo opportunity with a \$50 Material Girl purchase. Additionally, select Macy's stores across the country will host Madonna-esque in-store events to engage and entertain loyal fans and fashionistas nationwide. Macy's Herald Square's world-famous Broadway windows will also be transformed into a "material world" filled with hot new product from the "Material Girl" collection.



A fast-fashion juniors collection, "Material Girl" will span multiple categories including apparel, footwear, handbags and jewelry. The brand is designed to appeal to today's Material Girl – a spontaneous and fearless individual who invents her own fashion trends and is never afraid to make a bold statement. The brand caters to her eclectic taste in music, dance and Hollywood. Designed for affordability and replenishment, the collection will retail from \$12.00 to \$40.00, comparative with pricing strategies at juniors specialty stores.

If you want to be a "Material Girl," or want more information on the line, Lola's blog and a chance to meet the Material Girl herself in NYC, visit www.macys.com/materialgirl.

Macy's "Material Girl" Launch Party / Giveaway Locations include:

MACY'S DADELAND
7303 S.W. 88TH ST
MIAMI, FL 33156
305-662-3400

MACY'S GLENDALE
2100 GLENDALE GALLERIA
GLENDALE, CA 91210
818-240-8411

MACY'S HERALD SQUARE
151 W. 34TH STREET
NEW YORK, NY 10001
212-695-4400

MACY'S STATE STREET
111 NORTH STATE STREET
CHICAGO, IL 60602
312-781-1000

MACY'S UNION SQUARE
170 O'FARRELL ST
SAN FRANCISCO, CA 94102
415-397-3333

MACY'S SOUTH COAST PLAZA
3333 BEAR ST
COSTA MESA, CA 92626
714-708-3333

(Macy's South Coast Plaza will NOT have Madonna autographed t-shirts)

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 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.



About Iconix Brand Group, Inc.

Iconix Brand Group Inc. (Nasdaq: ICON) owns, licenses and markets a growing portfolio of consumer brands including CANDIE'S (R), BONGO (R), BADGLEY MISCHKA (R), JOE BOXER (R) RAMPAGE (R) MUDD (R), LONDON FOG (R), MOSSIMO (R) OCEAN PACIFIC(R), DANSKIN (R) ROCA WEAR(R), CANNON (R), ROYAL VELVET (R), FIELDCREST (R), CHARISMA (R), STARTER (R) and WAVERLY (R). In addition, Iconix owns an interest in the ARTFUL DODGER (R), ED HARDY (R), ECKO (R), MARC ECKO (R) and ZOO YORK (R) brands.

The Company licenses its brands to a network of leading retailers and manufacturers that touch every major segment of retail distribution from the luxury market to the mass market in both the U.S. and around the world. Iconix, through its in-house advertising, promotion and public relations agency, markets its brands to continually drive greater consumer awareness and equity.

About Madonna

Madonna, a multi-Grammy winning artist, cultural icon, Rock and Roll Hall of Fame inductee, director, producer, documentarian, children's book author, video visionary and humanitarian has sold over 200 million albums in the course of her unparalleled career in the entertainment business. Her recent "Sticky and Sweet" Tour was the most successful concert tour by a solo artist in history.

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