Beginning May 8, any Macy's customer can sign up for Star Rewards and enjoy new benefits, regardless of how they pay

NEW YORK--(BUSINESS WIRE)-- Today, Macy's (NYSE:M) announced that the retailer's Star Rewards program is getting bigger and better, and will now be open to all customers, regardless of how they pay for their purchases. Additionally, all Star Rewards members will enjoy new benefits, including Star Money Days, Perks & Offers, and a Birthday Surprise.

"Macy's is thrilled to be launching our next phase of Star Rewards, which allows all customers to participate in our loyalty program," said Rich Lennox, Macy's chief marketing officer. "Since the relaunch of Star Rewards last fall, our customers have responded with tremendous enthusiasm for enhanced benefits and rewards they received as part of the program. With the addition of the Bronze level, we've made earning rewards simple for everyone, no matter how you pay."

Meet Macy's Star Rewards:

- **Bronze (New!) – All customers are now eligible for Star Money Days, Perks & Offers and Birthday Surprises, no matter how they pay**

In addition to Bronze benefits, Macy's cardholders will receive:

- 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
- Gold – With $500 to $1,199 annual spend at Macy's on a Macy's credit card, customers will receive 25 percent off any day they choose with Star Pass coupons and free shipping on all Macy's purchases when they use a Macy's credit card
- Platinum – With $1,200 or more annual spend at Macy's on a Macy's credit card, customers will receive 25 percent off any day they choose with Star Pass coupons, free shipping on all Macy's purchases, and five percent back in rewards on every Macy's merchandise purchase in-store and online with no merchandise exclusions when they use a Macy's credit card

Macy's Star Rewards makes it simple for customers to earn rewards, whether with a Macy's credit card or another form of payment. Based on annual spend with a Macy's credit card at Macy's, Macy's cardholders are automatically enrolled in Star Rewards at one of three levels: Silver, Gold or Platinum. Rewards are tiered by level, with top tier Platinum members receiving free every day shipping and rewards on every merchandise purchase when they use their Macy's credit card online or in-store. Macy's cardholders will be automatically upgraded when their annual spend at Macy's reaches the next level. Customers without a Macy's card can enroll in the new Bronze level – in-store, online or through the Macy's app – and enjoy benefits including Star Money Days, where customers can earn bonus points toward Star Money that can be used with no merchandise exclusions, Perks & Offers for extra savings offers at checkout and a birthday surprise.

For more information on Macy's Star Rewards program, including details and restrictions, visit macys.com/StarRewards.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at approximately 650 locations in 44 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, 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 $52 million each year, plus 153,000 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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