



Subject: RFID Conference
October 13, 2009

Macy's Partners,

Macy's and Bloomingdale's have been exploring and piloting new opportunities with RFID (Radio Frequency Identification) technology in both our stores and logistics. Over the past few years, we have supported the VICS work done through the University of Arkansas on item level RFID research. We would like to bring to your attention an educational event being offered on October 27 - 28, 2009, in Fayetteville, AR: Item-level RFID: The Road to ROI. The details of this conference can be found at VICS.org, http://www.vics.org/meetings_events/. This event will present an objective evaluation of item level RFID and the benefits that can be realized by the retail industry.