



February 10, 2010

We are pleased to announce that Bloomingdale's will be launching the new Bloomingdale's Outlet store concept in 2010. Subject to finalizing lease agreements, the following four new Bloomingdale's Outlets are planned for summer or fall 2010 openings:

**Bergen Town Center, Paramus, NJ**  
**Dolphin Mall, Miami, FL**  
**Potomac Mills, Woodbridge, VA**  
**Sawgrass Mills, Sunrise, FL**

These outlets will offer apparel and accessories, including women's ready-to-wear, men's, children's, women's shoes, fashion accessories, jewelry, handbags and intimate apparel. The outlet locations will operate as a separate division, with a separate EDI communication ID of 08/ 6113310076.

Below is a list identifying the distribution center (DC) for each new Bloomingdale's outlet locations and also providing its location code number. We will provide additional information when it becomes available, including an opening date for each outlet location.

As always, your cooperation is very much appreciated.

| Store Name                                                 | Store Location # | DC                                                             |
|------------------------------------------------------------|------------------|----------------------------------------------------------------|
| Bloomingdale's Outlet<br>Potomac Mills<br>Woodbridge, VA   | 0038             | Joppa DC - JP<br>3300 Fashion Way<br>Joppa, MD 21085           |
| Bloomingdale's Outlet<br>Bergen Town Center<br>Paramus, NJ | 0151             | Secaucus DC - SC<br>500 Meadowlands Pkwy<br>Secaucus, NJ 07094 |
| Bloomingdale's Outlet<br>Sawgrass Mills<br>Sunrise, FL     | 0160             | Gandy DC - GN<br>4130 W. Gandy Blvd.<br>Tampa, FL 33611        |
| Bloomingdale's Outlet<br>Dolphin Mall<br>Miami, FL         | 0161             | Gandy DC - GN<br>4130 W. Gandy Blvd.<br>Tampa, FL 33611        |

All technology or mapping questions should be directed to Macy's EDI Technology Office at 513-782-3182 or 513-782-1873. All other questions or concerns regarding the information above, please contact the Vendor Service Help Desk at 513-782-1412.