

Hecht's/Strawbridge's Integration to Macy's East and Macy's South

March 10, 2006

Dear **Small Ticket** Vendor:

We appreciate and thank you for your support as we move forward with the Federated-May integration. As outlined in previous communications, the conversion of the remaining Hecht's/Strawbridge's stores to Macy's East and Macy's South will occur on May 28, 2006. A store listing and a distribution center listing are attached for your reference. Please keep in mind that **each purchase order** is your guide as to where and how you are to ship that merchandise. **Your inbound EDI ASN (856) and invoice (810) must be sent to the corresponding mailbox from which the original EDI PO (850) was generated.** We established the following cut-off dates to ensure that our vendors have the correct information and that there is no interruption in the flow of goods to our stores.

1. **Shipment from Vendor Factory West of the Mississippi:**
Friday, May 12, 2006 is the last day to request pickup for a former Hecht's/Strawbridge's DC with a Hecht's/Strawbridge's purchase order.
2. **Shipment from Vendor Factory East of the Mississippi:**
Wednesday, May 17, 2006 is the last day to request pickup for a former Hecht's/Strawbridge's DC with a Hecht's/Strawbridge's purchase order.
3. Monday May 15, 2006 is the first day vendors can request merchandise pickup with a receipt date of May 29, 2006 from Federated Transportation Office for new Macy's East/Macy's Home purchase orders with former Hecht's/Strawbridge's locations. May 29, 2006 is the first day former Hecht's/Strawbridge's DCs use Federated systems to receive merchandise.

Attached is a list of the former Hecht's/Strawbridge's locations with the new Macy's East and Macy's South location numbers and distribution centers. Please forward to appropriate parties within your organization.

A help desk has been created at 513-782-1412, to answer any questions you may have regarding the Federated-May integration. Please make note of the number and provide it to any necessary parties in your organization.

Further communications regarding all other May Company Divisions will be provided as we move closer to their respective conversion dates.

Continue to monitor FDSNET (www.fdsnet.com) for any new information on the Federated-May merger.

Hecht's/Strawbridge's to Macy's East

SMALL TICKET

Store/DC List

Current Name Plate	Current Store Number	New Macy's East Store Number	*DC Name	**DC Alpha Code	Mall Name/ Store Name	Address	City	State	Zip	Integration Date
Strawbridges	2	160	Secaucus	SC	Gallery at Market East	801 Market Street	Philadelphia	PA	19107	5/28/2006
HECHTS	3	86	NY AVE	NY	Ballston Common	701 North Glebe Rd.	Arlington	VA	22203	5/28/2006
HECHTS	4	196	NY AVE	NY	Prince Georges Plaza	3500 East-West Hwy.	Hyattsville	MD	20782	5/28/2006
HECHTS	5	105	NY AVE	NY	Marlow Heights	4101 Branch Ave.	Marlow Heights	MD	20748	5/28/2006
HECHTS	6	68	NY AVE	NY	Downtown-Metro Center	1201 G. Street, N.W.	Washington	DC	20005	5/28/2006
HECHTS	7	87	NY AVE	NY	Landmark, S.C.	5701 Duke Street	Alexandria	VA	22304	5/28/2006
HECHTS	8	33	NY AVE	NY	Montgomery Mall	7125 Democracy Blvd.	Bethesda	MD	20817	5/28/2006
HECHTS	9	23	NY AVE	NY	Tysons Corner	8000 Tysons Corner Center	McLean	VA	22102	5/28/2006
Strawbridges	12	153	Secaucus	SC	Burlington Mall	2501 Burlington-Mt. Holly Road	Burlington	NJ	08016	5/28/2006
HECHTS	14	45	NY AVE	NY	Columbia Mall	10300 Little Patuxent Pkwy.	Columbia	MD	21044	5/28/2006
HECHTS	16	113	NY AVE	NY	Lakeforest Mall	701 Russell Avenue	Gaithersburg	MD	20877	5/28/2006
HECHTS	17	47	NY AVE	NY	Annapolis Mall	1295 Annapolis Mall	Annapolis	MD	21401	5/28/2006
HECHTS	18	216	NY AVE	NY	Fair Oaks Mall	11700 Fair Oaks	Fairfax	VA	22033	5/28/2006
HECHTS	19	119	NY AVE	NY	Laurel Center	14828 Balt/Wash. Blvd.	Laurel	MD	20707	5/28/2006
HECHTS	25	25	NY AVE	NY	St. Charles Town Center	11200 Mall Circle	Waldorf	MD	20603	5/28/2006
HECHTS	26	26	NY AVE	NY	Francis Scott Key Mall	5500 Buckeystown Pike	Frederick	MD	21701	5/28/2006
HECHTS	27	97	NY AVE	NY	Manassas Mal	8270 Sudley Road	Manassas	VA	20109	5/28/2006
HECHTS	28	198	NY AVE	NY	Harrisburg East Mall	3401 Paxton Street	Harrisburg	PA	17111	5/28/2006
HECHTS	29	199	NY AVE	NY	Capital City Mall	3550 Capital Mall Drive	Camp Hill	PA	17011	5/28/2006
HECHTS	30	201	NY AVE	NY	West Manchester Mall	1800 Loucks Road	York	PA	17404	5/28/2006
Strawbridges	36	156	Secaucus	SC	Plymouth Meeting	4444 Plymouth Meeting Mall	Plymouth Meeting	PA	19462	5/28/2006
HECHTS	37	98	NY AVE	NY	Spotsylvania Mall	3102 Plank Road	Fredericksburg	VA	22407	5/28/2006
Strawbridges	38	158	Secaucus	SC	Neshaminy Mall	U.S. Rt. 1 & Bristol Rd.	Bensalem	PA	19020	5/28/2006
Strawbridges	50	150	Secaucus	SC	Echelon Mall	6003 Echelon Mall	Vorhees	NJ	08043	5/28/2006

Hecht's/Strawbridge's to Macy's East

SMALL TICKET

Store/DC List

Current Name Plate	Current Store Number	New Macy's East Store Number	*DC Name	**DC Alpha Code	Mall Name/ Store Name	Address	City	State	Zip	Integration Date
Strawbridges	51	151	Secaucus	SC	Exton Square	245 Exton Square Parkway	Exton	PA	19341	5/28/2006
Strawbridges	52	162	NY AVE	NY	Concord Mall	4747 Concord Pike	Wilmington	DE	19803	5/28/2006
HECHTS	57	157	NY AVE	NY	Centre at Salisbury	2304 N. Salisbury Blvd.	Salisbury	MD	21801	5/28/2006
HECHTS	59	159	NY AVE	NY	Security Square Mall	6901 Security Blvd.	Baltimore	MD	21244	5/28/2006
HECHTS	60	60	NY AVE	NY	Bel Air (Harford Mall)	600 Belair Road	Bel Air	MD	21014	5/28/2006
HECHTS	62	69	NY AVE	NY	Towson Town Center	813 Dulaney Valley Road	Towson	MD	21204	5/28/2006
Strawbridges	69	169	Secaucus	SC	Suburban Square	40 W. Montgomery Ave.	Ardmore	PA	19003	5/28/2006
Strawbridges	75	175	NY AVE	NY	Dover Mall	2000 Dover Mall	Dover	DE	19901	5/28/2006
HECHTS	80	223	NY AVE	NY	Chevy Chase	5400 Wisconsin Avenue	Chevy Chase	MD	20815	5/28/2006
Strawbridges	86	209	Secaucus	SC	King of Prussia Plaza	160 North Gulph Road	King of Prussia	PA	19406	5/28/2006
Strawbridges	92	155	Secaucus	SC	Northeast (Roosevelt Mall)	2399 Cottman Avenue	Philadelphia	PA	19149	5/28/2006
HECHTS	101	101	NY AVE	NY	Dulles Town Center (Loudoun)	21060 Dulles Town Circle	Dulles	VA	20166	5/28/2006
HECHTS	107	195	NY AVE	NY	Hagerstown (Valley Mall)	17301 Valley Mall Road	Hagerstown	MD	21740	5/28/2006
Strawbridges	108	154	Secaucus	SC	Moorestown	400 West Rt. 38	Moorestown	NJ	08057	5/28/2006
HECHTS	109	123	NY AVE	NY	Bowie Towne Center	15300 Emerald Way	Bowie	MD	20716	5/28/2006
HECHTS	New	166	to be determined		Potomac Center (Woodbridge)			VA		

*** DC Addresses**

Secaucus - 500 Meadowlands Pkwy, Secaucus, NJ 07094

NY AVE - 1400 Okie Street NE, Washington, DC 20002

****Federated does not use numeric DC codes, only alpha characters.**

Hecht's/Strawbridges to Macy's South

SMALL TICKET

Store/DC List

Current Name Plate	Current Store Number	New Macy's South Store Number	DC Name	**DC Alpha Code	Mall Name/ Store Name	Address	City	State	Zip	Integration Date
HECHTS	39	161	NY AVE	NY	Virginia Center Commons	10101 Brook Road, Suite 500	Glen Allen	VA	23060	5/28/2006
HECHTS	40	168	NY AVE	NY	Military Circle	880 N. Military Highway	Norfolk	VA	23502	5/28/2006
HECHTS	41	162	NY AVE	NY	Regency Square	1406 Parham Road	Richmond	VA	23229	5/28/2006
HECHTS	43	170	NY AVE	NY	Greenbriar (VA)	1401 Greenbriar Pkwy.	Chesapeake	VA	23320	5/28/2006
HECHTS	44	163	NY AVE	NY	Chesterfield Town Center	11504 Midlothian Turnpike	Richmond	VA	23235	5/28/2006
HECHTS	46	167	NY AVE	NY	Coliseum	1800 West Mercury Blvd.	Hampton	VA	23666	5/28/2006
HECHTS	47	160	NY AVE	NY	Valley View (VA)	4841 Valley View Blvd. N.W.	Roanoke	VA	24012	5/28/2006
HECHTS	48	165	NY AVE	NY	South Park (VA)	170 South Park Mall	Colonial Heights	VA	23834	5/28/2006
HECHTS	49	172	NY AVE	NY	River Ridge	3419 Candler's Mtn. Rd.	Lynchburg	VA	23452	5/28/2006
HECHTS	71	175	NY AVE	NY	South Park (NC)	4400 Sharon Road	Charlotte	NC	28211	5/28/2006
HECHTS	72	178	NY AVE	NY	Hanes	3320 Silas Creek Pkwy.	Winston-Salem	NC	27103	5/28/2006
HECHTS	73	177	NY AVE	NY	Friendly Shopping Center	700 Friendly Center Road	Greensboro	NC	27408	5/28/2006
HECHTS	74	180	NY AVE	NY	Cary Town Center	1105 Walnut Street	Cary	NC	27511	5/28/2006
HECHTS	76	176	NY AVE	NY	Cross Creek	100 Cross Creek Mall	Fayetteville	NC	28303	5/28/2006
HECHTS	77	173	NY AVE	NY	Carolina Place	11001 Carolina Place Pkwy.	Pineville	NC	28134	5/28/2006
HECHTS	78	182	NY AVE	NY	Northgate	1058 West Club Blvd.	Durham	NC	27701	5/28/2006
HECHTS	79	181	NY AVE	NY	Crabtree Valley	4325 Glenwood Avenue	Raleigh	NC	27612	5/28/2006
HECHTS	102	166	NY AVE	NY	Patrick Henry	12300 Jefferson Ave.	Newport News	VA	23608	5/28/2006
HECHTS	105	169	NY AVE	NY	Lynnhaven	701 South Lynnhaven Pkwy.	Virginia Beach	VA	23452	5/28/2006
HECHTS	106	171	NY AVE	NY	Chesapeake	4200 Portsmouth Blvd	Chesapeake	VA	23321	5/28/2006
HECHTS	110	183	NY AVE	NY	Streets of South Point	6910 Fayetteville Road suite 300	South Durham	NC	27713	5/28/2006
HECHTS	111	82	NY AVE	NY	Rivergate	1000 Rivergate Parkway	Goodlettsville	TN	37072	5/28/2006
HECHTS	112	76	NY AVE	NY	Cool Springs Galleria	1790 Galleria Blvd.	Franklin	TN	37067	5/28/2006
HECHTS	113	81	NY AVE	NY	Hickory Hollow	917 Bell Road	Antioch	TN	37013	5/28/2006

Hecht's/Strawbridges to Macy's South

SMALL TICKET

Store/DC List

Current Name Plate	Current Store Number	New Macy's South Store Number	DC Name	**DC Alpha Code	Mall Name/ Store Name	Address	City	State	Zip	Integration Date
HECHTS	115	73	NY AVE	NY	Bellevue Center	7616 Highway 70 South	Nashville	TN	37221	5/28/2006
HECHTS	116	184	NY AVE	NY	Triangle Town Center	3801 Sumner Blvd.	Raleigh	NC	27616	5/28/2006
HECHTS	117	179	NY AVE	NY	Wendover	5402 Hornaday Road	Greensboro	NC	27409	5/28/2006
HECHTS	118	164	NY AVE	NY	Short Pump Town Center	4351 Hagen Drive	Richmond	VA	23233	5/28/2006
HECHTS	119	185	NY AVE	NY	MayFaire Town Center	904 Inspiration Drive	Wilmington	NC	28405	5/28/2006
HECHTS	121	87	NY AVE	NY	Green Hills	3813 Hillsboro Pike	Nashville	TN	37215	5/28/2006
HECHTS	122	174	NY AVE	NY	Northlake (NC)	6845 Northlake Mall Drive	Charlotte	NC	28216	5/28/2006
HECHTS	New	158	TBD	TBD	Matthews (New Store)			VA		

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