



August 15, 2006

Terry J. Lundgren
Chairman/CEO & President
Federated Department Stores
7 West Seventh Street
Cincinnati, Ohio 45202

Dear Mr. Lundgren,

We are writing to express our alarm that Macy's / Meier and Frank is featuring an "alcohol-promoting T-shirt" in its "Back-to-School" advertising.

Alcohol-promoting clothing and products contribute to a popular culture soaked in billions of dollars of alcohol advertising, perpetuating the myth that "everyone drinks" and undermining parents' efforts to help their kids make healthy choices. A study by Dartmouth-Hitchcock Medical Center of 2,400 middle-school youth showed that alcohol promotional items are related to drinking at early ages.

In Oregon, 30 percent of 8th graders report drinking in the past 30 days. And young girls now drink at higher rates than boys. Nearly 30 percent of high school juniors say they have binged on alcohol in the past month.

A recent "Back to School" Macy's ad in The Oregonian newspaper shows a portion of a T-shirt that is prominently displayed in the Macy's / Meier and Frank store in the heavily trafficked Washington Square Shopping Mall.

The full message on the T-shirt says:

"Beer Pong Legend, Drink it and Sink It..." a reference to the drinking game "beer pong" which is popular among youth.

In addition, these other T-shirts were also displayed prominently in the area where teens shop for school clothes. The T-shirt messages read:

"Beer, It's What's for Breakfast"

"I'm working on my SIX PACK" (which includes a top down view of a six pack with one can missing).

These products promote and glorify alcohol consumption by underage youth, which is the number one drug problem facing our kids. It is no stretch to say that these messages are inappropriate for our teens.

*Preventing Substance Abuse.
Changing Lives.*

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Last summer we launched an effort against alcohol promotional advertising on clothing to which teens are attracted. As a result, several national retailers removed the offending apparel from their stores or stopped advertising them to teens, but, to our knowledge, Meier and Frank was not one of them.

Once again, we are sending an action alert to our community members and national partners around the country to urge them not to purchase such products, and to protest your advertising and selling practices.

Macy's own website describes *American Rag* as a brand targeted at teens, we quote: "This brand consists of casual clothes with a strong denim base and is aimed at the teen market." We ask that you join other responsible retailers in removing alcohol promoting apparel from your 'store brands' and the areas of your stores appealing to teens.

Sincerely,

A handwritten signature in black ink that reads "Judy Cushing". The signature is written in a cursive style with a large initial "J" and "C".

Judy Cushing
President | CEO
Oregon Partnership

Federated

DEPARTMENT STORES, INC.

Terry J. Lundgren
Chairman, President and Chief Executive Officer

August 24th, 2006

RECEIVED
AUG 30 2006

MS. JUDY CUSHING
PRESIDENT / CEO
OREGON PARTNERSHIP
6443 SW BEAVERTON-HILLSDALE HWAY, SUITE 200
PORTLAND, OREGON 97221

Dear Ms. Cushing,

Thank you for your letter expressing concern about the beer-themed T-shirts that were sold briefly in Macy's stores under the American Rag brand. We very much appreciate the time you took to write us, as well as hearing your opinions on this subject.

Please be aware that all of the shirts in question have been removed from Macy's stores nationwide, as well as from macys.com. Clearly, they were inappropriate for under-age customers.

I always enjoy hearing from customers who shop our stores. We use the feedback to improve our merchandise assortments and provide the best possible shopping experience. We always want to make sure we are listening to our customers and making the right decisions in running the business.

Sincerely,



Terry J. Lundgren

TJL/mc