

FOR IMMEDIATE RELEASE

Contact: Kathy Wall
The Media Matters
336.236.7447
kwall@themediamatters.com

**MACY'S CHICAGO FLAGSHIP STORE TO LAUNCH NATIONAL DEBUT OF
METROPOLITAN HOME COLLECTION**

NEW YORK, NY, September 6, 2007—Macy's on State Street, the flagship Macy's location in downtown Chicago, will host the North American debut of the highly-anticipated Metropolitan Home Collection by Benjamin Noriega-Ortiz. The launch will take place September 26, 2007 with a VIP evening preview reception hosted by Macy's and *Metropolitan Home* magazine. Produced by Shermag, Inc., the extensive collection includes case goods and upholstery in three eclectic lifestyles: weekend getaway homes, urban loft living, and luxury upscale living.

Celebrating Chicago's long-standing heritage of contemporary design and architecture, the Metropolitan Home Collection will be displayed in Macy's 70th Annual Trend House on the eighth floor of the flagship store and also in one of the store's famed windows. As a nod to the collection's fresh and innovative stylings, Macy's will announce the first-ever winner of the Macy's Distinction in Design home furnishings and décor design competition during the event.

Donna Warner, editor-in-chief of *Metropolitan Home* remarked, "Chicago is the perfect location to celebrate the debut of our new home furnishings collection. Modern contemporary style is part of the DNA of this vibrant city. Backed by Macy's innovative leadership, this exciting design venture is a great fit for MET HOME."

"From a marketing perspective, we couldn't have a better partner with whom to work with on the launch of this distinctive collection" says the magazine's Publisher, Deborah Burns. Adding, "Their brand recognition and longevity in the industry is an unmistakable win-win for all involved."

Macy's designers and visual merchandisers have been working throughout the summer to transform the 2,500-square-foot Trend House into designer Benjamin Noriega-Ortiz's casually glamorous vision of today's contemporary home. Incorporating his use of furnishings as sculptural forms, they become almost architectural in nature, with rooms emerging as living works of art. Today's modern home must be multi-functional on many levels; it is this element which defines the mix of pieces that converge to shape a room's design.

Frank Guzzetta, Macy's North Chairman and CEO states, "Since 1937, the Trend House at State Street has featured the latest in décor and furniture trends, and this year is certainly no exception. Macy's is thrilled to be working with *Metropolitan Home* magazine and Shermag. The Metropolitan Home Collection is a stunning and dramatic home furnishings group, and it's an honor to be able to introduce it to the citizens of Chicago."

Continued, page 2

Additional regional launch events for the collection will take place throughout the Fall.

About Shermag

Shermag, Inc. (TSX: SMG), headquartered in Sherbrooke, Quebec, is a leader in the design, production, marketing, and distribution of high-quality residential furniture. The company employs more than 1,200 people and is a vertically integrated manufacturer and importer with its own cutting rights, sawmill, veneer facility, and manufacturing operations. For more information visit www.shermag.com.

About Metropolitan Home

Metropolitan Home stands alone as the definitive guide to modern design and the champion of contemporary style. The magazine's urban mindset speaks to readers everywhere and sets the standard for how to live well now. Every article and photograph connects with the magazine's affluent, intelligent, progressive readers. Each page informs and inspires consumers to decorate, renovate, garden, and cook as they create a haven for themselves and their families. *Metropolitan Home's* distinctive voice elevates eclectic style and celebrates the impact that quality design has on today's modern world. For more information, visit www.methome.com.

About Benjamin Noriega-Ortiz

Benjamin Noriega-Ortiz has risen to an uncommon and extraordinary stature in the world of design. Recognized as one of the most stylish and influential of today's interior designers, his work consistently appears on international 'best' lists. Through his company, Benjamin Noriega Ortiz, LLC, he is involved with all aspects of design, from architecture to custom furniture and lighting, accessories, towels, sheets, dishes, silverware, and even stationery. Featured in more than 100 leading design publications throughout the world, Mr. Noriega-Ortiz appears regularly on HGTV, Style, Fine Living Network, and E!. Simon and Schuster will publish his first book of design in November 2006. For more information visit www.BNOdesign.com.

About Macy's

As America's department store, Macy's is a national brand delivering fashion and affordable luxury to customers coast to coast. Macy's, Inc., formed the Macy's Home Store division early in 2004 to extend its leadership in home fashion. This New York-based division is responsible for the overall strategy, product development, merchandising and marketing of home-related merchandise in Macy's stores. This includes design, planning, and marketing for textiles, tabletop, housewares, and furniture. For more information visit www.macys.com.

#