



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

Division of Enforcement

February 19, 2009

William C. MacLeod
Kelley, Drye & Warren
Washington Harbour, Suite 400
3050 K Street, NW
Washington, DC 20007-5108

Re: Macy's, Inc.

Dear Mr. MacLeod:

As you know, the staff of the Federal Trade Commission conducted an investigation of Macy's, Inc. ("Macy's"), for possible violations of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45, the Fur Products Labeling Act, 15 U.S.C. § 69 et seq., and the Rules and Regulations Under the Fur Products Labeling Act, 16 C.F.R. Part 301. The investigation focused on whether the company made false or unsubstantiated representations relating to fur products on the company's websites, www.macys.com and www.bloomingdales.com. The investigation focused specifically on whether Macy's represented that certain jackets advertised on those websites contained faux fur when the fur was real.

The staff of the Enforcement Division has completed its investigation into this matter and has determined that, in light of information provided by Macy's about sales of the jackets and improved quality control measures taken by the company, no further action is warranted at this time.

According to the information provided, Macy's sold a relatively small number of the coats through its websites. In addition, Macy's has implemented training and stricter procedures to ensure that the company better understands and adheres to U.S. labeling and advertising laws.

In light of the above, the staff has decided to close the investigation. This action is not to be construed as a determination that a violation has not occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take further action as the public interest may require.

Sincerely,

A handwritten signature in black ink, appearing to read "James A. Kohm".

James A. Kohm
Associate Director